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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 64 NEW YORK, U. S. A., MONDAY, OCTOBER 2, 1950 TEN CENTS

Arbitration Meet Seen Before 1951

TOA Board Would Name Group to Approach Allied

If, as expected, the Theatre Owners of America convention in Houston this month votes in favor of TOA's joining with other exhibitor organizations to call an all-industry conference on arbitration, the TOA executive board will appoint at once a delegation which will be instructed to approach Allied States Association, the Pacific Coast Conference of Independent Theatre Owners and others in that connection.

Thus, it is reasoned, if the other associations indicate willingness to participate in a call by exhibition for an all-industry conference to determine whether an industrywide system of arbitration can be developed, such a conference could be held before the end of the year.

The big question, of course, is whether Allied would be agreeable to

(*Continued on page* 10)

Film Firms Share In ECA Contracts

WASHINGTON, Oct. 1.—Loew's, Columbia and Monogram are among companies getting new Economic Cooperation Administration guarantee contracts.

The agency announced a total of $390,020 convertibility guar-

(*Continued on page* 6)

Canadian Taxes Are Off One Million

Ottawa, Oct. 1.—The Canadian government reports that amusement taxes in Canada last year totalled $12,616,788, compared with $13,622,459 in the preceding year, with Ontario providing the largest collection, some $6,298,906, 1949. Quebec collected $2,781,847; British Columbia, $1,848,776; Alberta, $462,305; Manitoba, $401,372; Nova Scotia, $314,982; New Brunswick, $225,410; Saskatchewan, $167,312; Prince Edward Island, $58,893, and Newfoundland, $56,985.

New British Remittance Agreement Now in Effect; 30 Per Cent Quota Also

London, Oct. 1.—Board of Trade officials said yesterday they consider the new sterling remittance agreement with the American industry to be effective today for the ensuing year, although formal signing of the document will not take place until later.

Harold Wilson, Board of Trade president, or Rupert Somervell, who aided in the compromise which made the agreement possible, may go to New York at the invitation of the Motion Picture Association of America, to affix official signatures to the document. The new agreement provides for conversion of a basic $17,000,000 of sterling and contains bonus provisions for dollar investments in British production, in the purchase of U. S. distribution rights to British films and for earnings of British pictures in the American market which may add another $4,000,000 to the American industry's sterling conversions.

Also effective today, by statute, is the new British film quota which increases playing time for American films in British theatres from 60 per cent to 70 per cent.

20th-Fox Sets its Program For 1st Four Months of '51

Fourteen films will be released by 20th Century-Fox in the first four months of 1951, it was announced here at the weekend by Andy W. Smith, Jr., sales vice-president.

With four of these productions in Technicolor and six filmed away from Hollywood on locations throughout the world, the company is continuing its policy of maintaining an increased production schedule of top "A" pictures, Smith said. Two were independently produced.

For January release are: "Fourteen Hours," starring Paul Douglas and Richard Basehart, Henry Hathaway directing, Sol Siegel, producer; "Halls of Montezuma," in Technicolor with

(*Continued on page* 6)

ColosseumLaunches Expense Hike Bid

MILWAUKEE, Oct. 1.—The Colosseum of Motion Picture Salesmen of America has disclosed through its general counsel, David Beznor, that in consequence of a "substantial increase in on-the-road expenditures" by film salesmen, the union will ask the companies this month to increase allowances for these purposes.

Beznor, who indicated he will be in New York on Oct. 9 for conferences with the distributors' labor committee, attributed the rise in expenditures to "economic conditions occasioned by the Korean war." Additionally, he said, the discussions will include general matters relating to contract which the salesmen's union has with the companies.

The attorney makes his headquarters here.

Compo Dues System Now Operative

The system under which contributions from distributors and exhibitors for support of the Council of Motion Picture Organizations will be collected became effective yesterday.

Joseph E. McMahon, chairman of the COMPO branch operations committee which devised the collection mechanics, reported at the weekend that arrangements for billing and collecting the assessment of one-tenth of one per cent of film rentals were "all

(*Continued on page* 6)

Korda, Selznick At New Crossroads

The David Selznick-Sir Alexander Korda controversy may flare up again today, the final day on which Selznick may give notice whether he wants new scenes made by Korda for the American distribution of the latter's "Gone to Earth."

Selznick recently asked for a 30-day extension of the deadline, which Korda refused. In the arbitration proceedings over the picture and other facets of the Korda-Selznick reciprocal production - distribution agreement, Robert P. Patterson, the arbitrator, ruled that Selznick could order three new scenes for "Gone to Earth" providing he bore half the cost of making the new footage. Patterson also ruled that if Selznick wanted changes in addition to the three specified scenes

(*Continued on page* 6)

Allied States Convention to Set New Mark

Five 'Schools' for Film Buyers Draw Hundreds

By SHERWIN KANE

PITTSBURGH, Oct. 1.—Advance reservations for Allied States' annual convention, which will open in the William Penn Hotel here Monday and close with the annual banquet Wednesday night, indicate an attendance in excess of 500, which would surpass the mark set at last year's convention in Minneapolis by about 100.

T. T. Rembusch

Film buying clinics will be held every morning of the three convention days, with regional Allied leaders assigned to conduct

(*Continued on page* 10)

Allied Directors In COMPO's Corner

PITTSBURGH, Oct. 1. — Approval of Allied States' participation in the Council of Motion Picture Organizations for another year appeared to be a foregone conclusion as Allied's board of directors opened its two-day meeting at the William Penn Hotel here yesterday.

(*Continued on page* 10)

There's a Junior Allied Meet, Too

Pittsburgh, Oct. 1.—Almost overlooked by the hundreds of delegates to Allied States' national convention gathering here from all parts of the country, is the annual convention of the local organization, Western Pennsylvania Allied Theatre Owners, which will be held in the William Penn, the national convention hotel, tomorrow.

Morris Finkel is president of Western Pennsylvania Allied and will preside at its convention. His organization also is host to Allied States.

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NEWS in Brief . . .

"TRIPOLI," Paramount's Technicolor story of early Marine exploits, will be launched this month by a saturation of 180 bookings out of four Paramount branches, A. W. Schwalberg, president of Paramount Film Distributing Corp., announces. The branches are Detroit, Cleveland, Cincinnati, and Pittsburgh.

•

Hollywood, Oct. 1.—All 22 members of the board of directors of the recently-organized Screen Producers Guild have signed non-Communist affidavits, president William Perlberg disclosed following a meeting at which the directors also adopted a resolution pledging complete support to the government in the present military emergency and in its continuing defense program.

•

MIAMI, Oct. 1.—The Paramount Film Distributing Corp. has filed a motion in Federal Court here claiming that Aaron H. Courshon and the trustees for the dissolved Parkway Theatre, Inc., have no right to sue under Florida law.

•

The Colorado Springs opening of Warner's 'Rocky Mountain," next Friday, will be followed by more than 300 special opening engagements throughout the West.

•

The American premiere of J. Arthur Rank's "Pink String and Sealing Wax," at New York's Art Theatre tomorrow will benefit the Handicapped Children's Home Service.

•

HOLLYWOOD, Oct. 1.—Roy Rowland has been given an Oct. 16 starting date for the filming of "Excuse My Dust," which he will direct for producer Jack Cummings at M-G-M. The film has a cast headed by Red Skelton, Monica Lewis, and Macdonald Carey.

Set to Pick Royal Command Picture

LONDON, Oct. 1.—The committee of five named to decide the film to be shown at the annual Royal Command Performance was scheduled to make its decision over the weekend after having viewed 11 films in four days without being able to make a choice.

The decision rests between 20th Century-Fox's "The Mudlark," produced here, and two British "sleepers," understood to be Michael Balcon's "Magnet" and Herbert Wilcox's "Into the Blue."

Three U. S. Stars to Appear for Royalty

LONDON, Oct. 1.—Gloria Swanson, Claudette Colbert and Montgomery Clift are slated to appear at the annual Royal Command Film Performance here. The three stars were proposed in a cablegram from Joseph I. Breen, Production Code Administration head in Hollywood, and the suggestion is expected to be approved.

Personal Mention

ROBERT MOCHRIE, RKO Radio sales vice-president, and LEON J. BAMBERGER, sales promotion manager, will attend the Allied States convention at Pittsburgh. BAMBERGER left here last night and MOCHRIE will leave tonight.

•

WALTER IMMERMAN, Balaban and Katz vice-president, and HARRY LUSTGARTEN, film buyer, have returned to Chicago from New York.

•

OSCAR F. NEU, president of Neumade Products, is in Buffalo from New York.

•

SPYROS P. SKOURAS, 20th Century-Fox president, returned here from Washington at the weekend.

•

AL JOLSON has returned to the Coast from his tour of the Korean war zone where he entertained "G.I.'s."

•

HAROLD MIRISCH, Monogram vice-president, is due here from the Coast today.

•

LOUIS PERRONE, chief projectionist of E. M. Loew's Theatres, Hartford, is recuperating from an operation.

•

JACK DONOVAN of the Regal Theatre, Hartford, is recovering from an appendectomy.

•

SAL CATAINA of the E. M. Loew's Theatres, Hartford, and MRS. CATAINA, are parents of a baby girl.

BARNEY BALABAN, Paramount president, and GEORGE WELTNER, head of foreign operations, will sail from here on Thursday for England and the Continent.

•

DONALD HENDERSON, 20th Century-Fox treasurer, has left for a vacation from which he will return about Oct. 16.

•

HARRY M. FISHER, vice-president of the DeVry Corp. of Chicago, is en route to Europe on the *Queen Elizabeth.*

•

SILAS S. SEADLER, M-G-M advertising manager, will be the guest speaker today at a luncheon-meeting here of the Advertising Men's Post No. 209 of the American Legion at the Hotel Lexington.

•

TED MENDENHALL, United Artists veteran salesman, has resigned, effective today, and will be succeeded by LARRY HENSLER, formerly with Warner.

•

NORMAN FREEMAN, executive assistant to N. PETER RATHVON, president of Motion Picture Capital Corp., has arrived here from the Coast.

•

DAVID O. SELZNICK has flown to the Coast from New York.

•

SID ROGELL, former RKO Radio studio executive, is here from Hollywood.

August Tax Income 2nd Highest in '50

WASHINGTON, Oct. 1. — General admission tax collections in August, reflecting July box-office business, were far below collections in August, 1949, but still were the second highest total for any month in 1950, according to the U. S. Internal Revenue Bureau.

The Bureau reported general tax collections of $31,606,355 last month, compared with $34,326,269 in August, 1949. However, the collections last month compared to $29,247,204 in July, and $32,910,332 in March, the only 1950 month to top August.

Ontario's MPTA Is Headed by Hannan

TORONTO, Oct. 1.—Frank Hannan has been reelected president of the Southwestern Ontario branch of the Motion Picture Theatres Association, at its annual meeting held at Windsor.

Other officers elected were: Garry Hogarth of Essex, vice-president, and Edward Lamoureux, Empire Theatre, Windsor, secretary-treasurer.

Chambers to M-G-M

Stanley Chambers has resigned as promotion and publicity manager of J. B. Lippincott Co., Philadelphia, and, effective today, will become associate editor in the New York story department of Metro-Goldwyn-Mayer. Chambers will be executive assistant to Olin H. Clark, Metro's Eastern story editor.

All-Star Show Will Aid 'Union' Benefit

A special all-star in-person show will precede the benefit premiere of Paramount's "Union Station" at New York's Paramount Theatre here tomorrow evening. Proceeds will be donated to the Sister Kenny Foundation.

Scheduled to appear on stage will be Sid Caesar, Eddie Cantor, Mindy Carson, Ken Murray, Nancy Olson, Bert Parks, Marguerita Piazza, Frank Sinatra and Tony Pastor and his orchestra.

Ticket sales to the benefit premiere of Paramount's "Union Station" at New York's Paramount Theatre tomorrow already indicate a sellout, which will gross $35,000 in public admissions for the Sister Kenny Foundation. Tickets range in price from five dollars for the balcony to $25 for the loges. Heavy private donations also have been pledged by notables who will attend the premiere.

Discuss Bow Plans For 'Rio Grande'

DALLAS, Oct. 1.—Plans for the world premiere of Republic's "Rio Grande," were discussed here Friday by Steve Edwards, Republic's director of advertising-publicity; Mort Goodman, studio publicity director, and Frank Starz, advertising and publicity director for Interstate Circuit.

"Rio Grande," the first of the Argosy pictures, bows in San Antonio on Nov. 1.

Newsreel Parade

REPORTS from the Korea front and the retirement of ECA's Paul G. Hoffman are among current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 79—War report: UN forces in Korea near victory. Creations from Paris for fall and winter fashion season. Shades of "Wild West" at Madison Square Garde[illegible]deo.

NEWS OF THE DAY, No. 209—United States Marines enter Seoul. ECA's Hoffman retires. Aviation refueling device. Louis fails in comeback. German boxing. Seals play ball at zoo.

PARAMOUNT NEWS, No. 11—Rodeo at Madison Square Garden. People in the news: Somerset Maugham, Joe Louis, Ezzard Charles. Mop-up activities in Korea.

TELENEWS DIGEST, No. 39-B — The fight for Seoul. The Navy expands. Hoffman leaves ECA. Paris: French fall fashions. International football.

UNIVERSAL NEWS, No. 391 — Report from Korea. Navy christens new war ship. United States planes to Italy. Louis-Charles fight story. Boxing in Germany. Rodeo at Madison Square Garden.

WARNER PATHE NEWS, No. 117—Beginning of the end in Korea. British win Berlin border fight. ECA chief Hoffman retires. English jet-plane refueled in mid-air. Charles topples Louis. Football. German boxing.

CBS Asks Okay on Color TV Now

WASHINGTON, Oct. 1.—Columbia Broadcasting System has urged the Federal Communications Commission to adopt its color television system at once, since set makers have in effect rejected an alternate plan advanced by the Commission.

The Commission said either the set manufacturers could put so-called "bracket standards" in their sets, in which case it would hold off a final color decision, or it would approve CBS immediately. Practically every single manufacturer had replied by the weekend—answers had to be in the mail no later than Sept. 29—and all said in well-hedged terms they could not agree.

However, they did make many counter-suggestions and said the Commission had not given them enough time, so it is not clear whether the Commission will now go ahead and approve CBS' system, as it said it would.

Lucky Bill Holders At 'Mr. 880' Opening

Crowds of dollar-waving New Yorkers attracted by the advance word on "Mr. 880," and eager to offer bills carrying "880" in their serial numbers, joined forces Friday at the Roxy Theatre with thousands of paying customers waiting to see 20th Century-Fox's "Mr. 880." When the doors opened a line, four-deep, was strung out along the length of the Roxy building, while the "880" dollar-holders gathered around the Seventh Avenue doors in order to be among the first 50 whose lucky bills would admit them free to the morning performance.

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Irish Grosses Fairly Steady

By T. J. M. SHEEHY

DUBLIN, Sept. 27 (By Airmail).—Motion picture theatre grosses in Ireland remain fairly steady despite the fact that most family budgets, due to a decrease in money circulating in the cou[illegible] allow less expenditures for ente[illegible]ment. Chief problem facing the trade is the growing criticism of patrons, who charge a decline in the entertainment content of most films.

NO.

Building of new theatres is now considered a doubtful economic proposition partly because of the above factors and partly because the saturation point will soon be reached in the number of average-size theatres which the various communities can support.

In contrast there is still a fast developing field in 16mm. in thinly-populated rural areas where cinema entertainment is free of admission tax. Many parish halls are being adapted to 16mm. use and new halls which are being built are designed to exploit 16mm. possibilities.

Attempts at local production of newsreels have faded out, but a very small amount of production activity results from the operations of the Ministries of Agriculture, Health and External Affairs. At present certain active minority groups are agitating against what they consider Hollywood's "Red" stars and producers, and a larger movement is afoot, clamoring for special censorship and special admission regulations for children attending theatres.

Canada May Raise Value of the Dollar

OTTAWA, Oct. 1.—With the Canadian and United States motion picture industries having a 10 per cent stake in the present exchange situation, there is much significance being attached here to the widespread reports circulating that the Canadian government is planning to revalue the dollar to bring it up to par with the U. S. dollar.

On Friday, the government ordered Canadian banks to discontinue dealing in foreign exchange until further notice, pending the Cabinet's study of exchange rates.

Despite speculation, Finance Minister D. C. Abbott said, however, "It would be inadvisable for members of the public to form conclusions as to what action would be taken."

Du Pont Opens New Film Laboratory

PARLIN, N. J., Oct. 1.—A new Du Pont laboratory devoted to research and development work in the field of photographic films and processes, was opened here on Friday. The structure, built at a cost of over $1,000,000, is adjacent to the Du Pont Photo Products plant.

Visitors at the formal opening were addressed by Crawford H. Greenewalt, president of the parent Du Pont company; James M. Denham, general manager of the Photo Products Department, and D. R. White, research director of Photo Products.

Review

"The Jackpot"

(20th Century-Fox)

ONE of the discerning eyes which are dredging so much unusual story material at 20th Century-Fox these days did its discerning very well indeed when it read opportunity into an article on radio giveaways by John McNulty in *The New Yorker*. Out of it comes "The Jackpot," a first-class comedy that often overflows into the hilarious and gives James Stewart one of his best of all roles.

The original was a factual account of a man who had the answer to a gigantic jackpot question and won for himself thousands of dollars in merchandise. Having inherited the deluge, he had to hire a warehouse to accommodate the loot and then to sell it to pay the income tax which went along with the deluge. Broadening this base, Phoebe and Henry Ephron have imagined a nice Midwestern family, headed by Stewart, with Barbara Hale as his wife and Natalie Wood and Tommy Rettig their two young precocious children.

What happens ought to be clear enough by now. Stewart bumbles his way into the correct answer, wins $24,000 in the shape of a freezer, a refrigerator, a whole frozen cow ready to cook, a live pony, thousands of cans of soup, furniture, wrist watches, Venetian blinds, a diamond ring, an interior decorating job for his house, an artist to paint his portrait, etc. He also discovers very quickly that the income tax runs to $7,000. The experience through which he and the family pass as Stewart sets out to sell his newly acquired possessions for cash in order to meet the tax are very amusing, highly entertaining and a general joy to watch unfold.

This is the kind of story which practically demands a happy ending despite adventure and misadventure. Stewart eventually manages to get matters straightened away including a scrape with the police and a threat to his married life. No audience could possibly be satisfied with anything less.

Miss Hale provides very nice support for Stewart who runs away with the picture insofar as performances are concerned. Others in the cast, such as James Gleason, Alan Mowbray, Fred Clark and Patricia Medina, are indivisible from the fun and mad capers.

Walter Lang's direction is excellent. Samuel G. Engel, the producer, is privileged to count this one as a winner.

Running time, 85 minutes. General audience classification. For November release.

RED KANN

'Greater Appeal' in New 'Doom' Version

Some minor but wisely-advised changes have been made on Samuel Goldwyn's "Edge of Doom," and the result is a picture of heightened clarity and increased popular appeal.

A new opening and a new ending have been provided, giving greater focus to the role of Dana Andrews as the compassionate and counseling priest. Also added has been an occasional off-screen narration by Andrews which explores and clarifies the motivations of Farley Granger, the obsessed and driven young man upon whom the drama revolves. Among scenes edited a little more tightly in this new version is the coffin sequence. The film's new running time is 97 minutes; it was 99 minutes in the earlier version, as reviewed in MOTION PICTURE DAILY on Aug. 3, 1950.

The wisdom of the changes has proved itself in two new openings Wednesday. At one, the RKO Orpheum in New Orleans, the picture set a house record for an opening day with $3,370.

The new version is currently being shown here at the Astor Theatre.

M. H.

116 Ads to Spark U-I 'Harvey' Meet

About 116 advertisements are being brought to New York from the Coast by David A. Lipton, Universal-International advertising-publicity director, to be placed on display at the U-I worldwide advertising and publicity conference, starting Friday in connection with the global launching of "Harvey."

The ads, created by eight leading Coast art directors and designers, will be specially mounted.

'Cyrano' Roadshows Indorsed by U. A.

United Artists' management is wholeheartedly in favor of the roadshow policy for Stanley Kramer's "Cyrano de Bergerac," which Kramer Productions' officials decided upon, and UA will cooperate fully in presenting the picture on that policy, George Glass, vice-president of Kramer Productions, was informed prior to his departure from here for the Coast last week.

Under the roadshow policy U. A. receives only 10 per cent of the receipts on the picture, contrasted with its 27½ per cent distribution charge when a film is released in the standard manner. For that reason, U. A. management's attitude toward the policy was regarded as uncertain prior to Glass's meeting with company executives.

The premiere of "Cyrano" will take place here on Thursday evening, Nov. 16, at the Bijou Theatre, with a reserved seat opening, to be shown twice daily. Extra performances will be held on Saturdays, Sundays and holidays. A Los Angeles premiere has been set for the Fine Arts Theatre on Tuesday, Nov. 21.

Consolidated's Office Workers Win Hike

Republic's Consolidated Laboratories at Fort Lee, N. J., at the week-end acceded to the demands of IATSE Motion Picture Home Office Employes Local No. H-63 for a $3-per-week across-the-board pay increase for the plant's 40 "white collar" workers, it was reported by Russell Moss, H-63 executive vice-president.

The pay hike agreement followed a day-long conference here, sparked by a Federal mediator.

Dividends Off 31%

WASHINGTON, Oct. 1.—Film company dividends in 1950 are running well behind last year's, the U. S. Commerce Department reported here today.

Publicly-reported cash dividends for the first eight months of 1950 added up to a preliminary total of only $20,310,000, compared with $29,509,000 for the same 1949 period—a drop of over 31 per cent. However, the final figures for the 1950 January-August months will make a considerably better showing, though they will still be quite a bit lower than 1949.

The reason the final figures come out better is that Stanley Corp. traditionally reports its dividends late, and is practically always left out of the preliminary figures for the current period although it is included in the final figure. When Stanley gets around to reporting, the current figures are revised upward. For example, no Stanley dividends have been reported to Commerce for the current year, although the total for the first eight months of 1949 included $7,240,000 from this company. Presumably Stanley has paid out most, if not all of this amount this year, too, and will eventually get around to telling the Commerce Department about it.

Commerce said it noted higher dividend payments for Republic but drops for RKO and Paramount Pictures. One official said much of the drop in the latter case was because the company had bought in large blocks of stock.

Publicly-reported cash dividends in August were $490,000, compared to $6,825,000 last August, Commerce reported. Again, Stanley was largely responsible for the drop. Last August, Commerce reported a preliminary figure of $492,000 and then Stanley belatedly reported a $6,335,000 dividend.

Seventh Citation for 20th's 'No Way Out'

Professor John Dewey, American philosopher, this week will present to Darryl F. Zanuck, 20th Century-Fox production vice-president, an award from the Congress of Racial Equality citing "No Way Out" as "the most courageous film on inter-racial relations yet produced." Dewey is a member of the advisory committee of C.O.R.E., a national federation of local inter-racial groups working to abolish discrimination.

The citation is the seventh in recent weeks from public affairs and other organizations to participants in the production.

Quota Violator Is Fined in London

LONDON, Oct. 1.—Proprietors of the Prince of Wales Theatre here were fined £25 ($70) and costs in police court on Friday for infringing Britain's film Quota Act. The prosecution is the first of 50 for quota defaults, with numerous others reportedly under study .

The Prince of Wales, normally a legitimate theatre, played "The Secret Life of Walter Mitty" on an extended engagement without booking a balancing British film.

RADIO C
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MEN
SMASH
JANE WYMAN · KIRK DOUGLAS · GERTRUDE LAWREN
PRODUCED BY JERRY WALD AND CHARLES K. FELDMAN DIRECTED BY IRVING RAPPER Adapted for the Screen by TENNESSEE WILLIAMS and PETER BER
PICTURES – NOT SLOGANS

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ASS
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OPENING!!!
THUR KENNEDY
The GLASS MENAGERIE
al Stage Play by TENNESSEE WILLIAMS
As Presented on the Stage by Eddie Dowling and Louis J. Singer
Original Music by Max Steiner
A CHARLES K. FELDMAN Group Production
DISTRIBUTED BY WARNER BROS.
FROM WARNER BROS.
WB

Claims Top Image On 72 Ft. Screen

Chicago, Oct. 1.—The largest motion picture screen images ever achieved are claimed for RCA equipment on a screen 72 feet wide at the gigantic Double Drive-in here. Raymond and Jerome Marks own the recently opened out-door theatre. Pictures approximately 70 by 50 feet are projected 325 feet from the booth.

Swedish Liaison to MPA Unit Arrives

Dr. Carl Anders Dymling, Sweden's official liaison delegate to the advisory unit for foreign films set up by the Motion Picture Association of America, arrived in New York at the weekend, it was announced by John G. McCarthy, MPAA vice-president in charge of international affairs.

Dr. Dymling, who is chairman of the Swedish Film Producers Association, is accompanied by Gustav Scheutz, producer and circuit head, and Rune Walderkranz, also a producer. The trio will confer with B. Bernard Kreisler, head of the advisory unit, and plan an intensive survey of exhibition and production in this country.

Dr. Dymling and his aides plan to visit Eric Johnston, MPAA president, at Washington, and to go to the Coast later. In Hollywood they will tour the studios and meet with Joseph I. Breen, head of the Production Code Administration.

Sweden is the third European country to send emissaries to New York to explore the program of free services offered by the advisory unit, and to establish, through the unit contact with American industry executives who may later be of assistance in helping Swedish producers market their product here.

Earlier this year the advisory unit was host to representatives from Italy and France on similar missions.

Roy Rogers Greets Press

Roy Rogers, Republic star, and his wife, Dale Evans, were hosts to a group of representatives of newspapers, magazines and trade press at a reception on Friday at the Warwick Hotel.

New Tenn. Drive-In

McMinnville, Tenn., Oct. 1.—The Mid-Tenn Amusement Co., operator of Tennessee drive-in theatres, will open a new 700-car drive-in at Lawrenceburg, Tenn., next spring.

Korda-Selznick

(*Continued from page* 1)

he could have them by bearing the entire cost himself.

Korda has submitted an estimate that re-making the minimum three scenes in England would cost £56,595 ($158,455), of which Selznick would be required to pay half. Up to Friday, and with the deadline running out today, Selznick had given no indication whether he wanted Korda to proceed with the new scenes. Selznick had claimed the original was unsuitable for American distribution.

American Film Men Study New Italian Import Curbs

Details of a new law enacted by the Italian government to regulate and curb the distribution of American films in Italy are at present being studied by foreign distribution executives here.

The measure determines that three-quarters of the number of American pictures released in that country must be sold either on flat rental or at below 30 per cent in cities of more than 10,000 and 25 per cent for smaller towns. One-quarter of a year's releases can be sold up to 50 per cent. Contracts already signed are affected since the law is retroactive.

Starting Oct. 15, 1950, there can no longer be a "guaranteed minimum" for films rented under percentage deals. Exhibitors will pay amounts up to three per cent of the net gross on a picture for its advertising and publicity in first runs in Turin, Milan, Genoa, Rome and Naples and two per cent in Padoa, Trieste, Venice, Bologna, Florence, Bari, Catania and Palermo. Expenses beyond those figures are to be shared.

The Motion Picture Association of America has informed the Italians that either Eric Johnston, president, or John G. McCarthy, head of the MPAA international division, would go to Italy to discuss the matter, or the Italians could come here.

Prior to enacting the new law, the Italian authorities insisted the Americans join the ANICA, distributor organization, and they also demanded introduction of voluntary self-limitation which would reduce by from 20 to 30 per cent the number of releases from MPAA member companies in Italy. It is estimated that the total of films released during 1949 was between 350 and 400, but this includes a good many pictures acquired outright by Italian interests.

The Italian government further told the MPAA that it should lend a considerable sum of money to Italian production, backed by a dollar guarantee of repayment. This would be over and above the 2,500,000 lira dubbing tax on each import, which is repayable within 10 years.

The MPAA asked for positive assurances that the Italians could go through with the financial provisions of such an arrangement but, while asking the MPAA to proceed with its voluntary limitation, the Italian authorities said they could not give such assurances at this point.

Meanwhile, they have harassed American companies distributing in Italy by letting films pile up at censorship, collecting the dubbing tax without making available the equivalent amount in dollars (as stipulated) and by threatening to end the legitimate conversion of frozen earnings through compensation deals.

Toronto Film Group Folds to New Unit

Toronto, Oct. 1.—The film section of the Toronto Board of Trade has decided to disband its public-relations committee because of the formation of the Motion Picture Industry Council of Canada.

The new organization, headed by J. J. Fitzgibbons, covers the public relations field.

Florida Town Levies Tax

Fort Walton, Fla., Oct. 1.—An ordinance setting license fees and admission taxes on tickets sold in theatres in Fort Walton has been passed by the city council. The occupational license has been set at $25, plus two cents amusement tax on each adult ticket.

Goldwyn Signs 2 Writers

Hollywood, Oct. 1.—Samuel Goldwyn has signed Bob Lee and Jerry Lawrence to write the screenplay for "Billion Dollar Baby."

Compo Dues System

(*Continued from page* 1)

set." The exhibitor will remit with his regular monthly film rental payment a sum equal to that percentage, which will be matched by the billing film company.

Under the system, COMPO will receive the first regular contributions to its support at the end of this month. Bookeeping and billing costs will be paid by the distributors. Theatres are due to receive today from exchanges throughout the country a booklet containing information about the collection system. The booklet will constitute an "invitation" to contribute, and will be supplemented by appeals in behalf of contributions.

20th-Fox Program

(*Continued from page* 1)

Richard Widmark, Lewis Milestone, directing, and Robert Bassler producing; "The Mudlark," Irene Dunne, directed by Jean Negulesco and produced by Nunnally Johnson in England, and "The Man Who Cheated Himself," produced independently by Jack M. Warner, with Felix E. Feist as director and starring Lee J. Cobb and John Dall.

February releases are: "I'd Climb the Highest Mountain," Technicolor, directed by Henry King for producer Lamar Trotti, with Susan Hayward and William Lundigan; "The Scarlet Pen," now being produced and directed by Otto Preminger in Montreal with Charles Boyer and Linda Darnell, and "Sword of Monte Cristo," an Edward Alperson production.

March releases: "Call Me Mister," Technicolor musical, starring Betty Grable and Dan Dailey, directed by Lloyd Bacon, for producer Fred Kohlmar; "Follow the Sun," starring Glenn Ford and Anne Baxter, Sidney Lanfield directing for producer Sam Engel, and "House on Telegraph Hill," which stars Valentina Cortesa, William Lundigan and Richard Basehart, Robert Wise the director and Robert Bassler the producer.

Releases for April: "Bird of Paradise," Technicolor, being made in Hawaii with Jeff Chandler and Louis Jourdan, Delmar Daves is director and Julian Blaustein is producer; "No Highway," starring Jimmy Stewart and Marlene Dietrich, directed in England by Henry Koster for producer Louis Lighton, and "Take Care of My Little Girl," Jeanne Crain starrer, directed by Jean Negulesco for producer Julian Blaustein.

Special pre-release engagements in the first quarter are also expected for "Half Angel," starring Loretta Young and Joseph Cotten.

Onions Net $5,000 For 'Jimmy' Drive

Boston, Oct. 1. — Onions sold as high as $250 per 50 pound bag here as Boston produce market men rallied to the support of the Jimmy Fund Drive during a benefit auction at the Boston Market Terminal.

As a result of the bidding of busines men, [illegible]on officials, and laborer[illegible]he 1950 Jimmy Fund, co-sponsored by the Variety Club of New England, Tent No. 23, is richer today by nearly $5,000.

ECA Guarantee Pacts

(*Continued from page* 1)

antees to cover out-of-pocket costs, plus part of the original film costs on motion pictures distributed in Germany during 1950. All of the films for which guarantees were issued were approved by ECA's Advisory Committee.

Today's guarantee contracts were in addition to $2,550,410 in contracts for nine major film companies announced in late June. Another $300,000 or more are still to come.

Columbia Contract

Columbia received a contract of $220,000 for six feature films—"Only Angels Have Wings," "Black Arrow," "Lost Horizon," "Bandit of Sherwood Forest," "Cover Girl" and "The Desperadoes." Loew's had its original $321,000 contract for features boosted by another $30,000 to cover an additional film—"Cass Timberlane." It also got another $11,750 to cover distribution of five short subjects.

Monogram International Corp. received a contract of $28,900 for "It Happened on Fifth Avenue." Edward Small Productions, Inc. was given a $25,370 contract for "The Man in the Iron Mask." Time, Inc. got a $60,000 convertibility guarantee for six March of Time shorts. Encyclopedia Britannica Films, Inc. got a $14,000 contract for distributing educational films in Norway—the only non-German contract on the list.

In June, ECA announced contracts with 20th Century-Fox, RKO, Paramount, Loew's, Warner, Republic, Universal, Samuel Goldwyn Productions and Eagle-Lion.

Unsigned Contracts

ECA officials said contracts are still to be signed with United Artists, George J. Schaefer, Selznick Releasing Organization, Motion Picture Investors Corp. and Franchot Tone.

The guarantee contracts provide that the companies can exchange limited amounts of their mark earnings into dollars at the lawful rate of exchange. Generally speaking, ECA guarantees up to $25,000 per feature plus out-of-pocket dollar costs for preparing and distributing the German version.

A new ECA advisory committee, whose membership has not yet been announced, has already started work on films for release under guarantee contracts during 1951. ECA officials said no dollar total had been fixed yet for the program next year, but that "we're working on the assumption that it will be close to this year's $3,000,000 figure—it certainly won't be more, and may be less."

Why you see more amusement advertising in The New York Times than in any other New York publication

Charles Schlaifer and Company, Inc.
ADVERTISING • PUBLIC RELATIONS
4 West 58th Street, New York 19, N. Y. • MUrray Hill 8-1510

August 22, 1950

The New York Times,
229 West 43rd Street,
New York, N. Y.

Dear Sirs:

On Wednesday, August 16th, The New York Times published a full-page advertisement, placed by this agency, on behalf of 20th Century-Fox Film Corp. and its production, NO WAY OUT.

The advertisement marked the first time in many years that a motion picture has been deemed so important that a full page was devoted to it; even more unusual the premium back page position was utilized, to our knowledge for the first time in motion picture advertising.

In selecting The Times as our key medium for this advertisement, we did so in the assurance we would reach not only the theatre-going public but also place the message before the eyes of the leaders in the financial, advertising, literary, social and theatrical worlds.

The addition of The Times International Air Edition followed as a matter of course. In an industry where European travel is an every day matter, we knew we would reach the people we wanted to immediately and inexpensively.

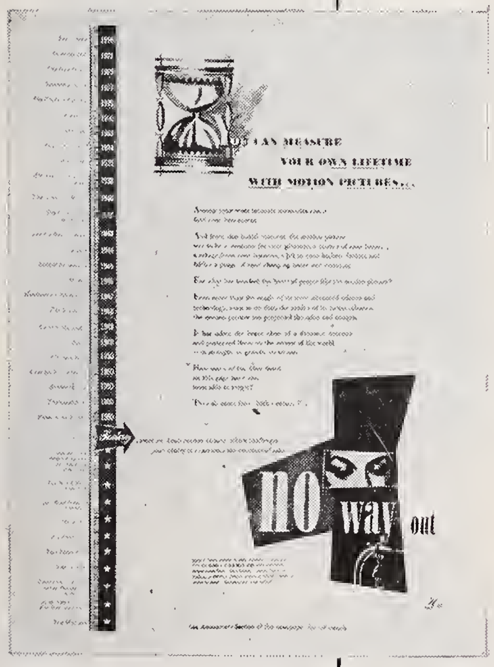
The results have had a three-way effect -- local, national and international. The first engagement of NO WAY OUT at the Rivoli Theatre has demonstrated that the advertising has paid off. The many requests from exhibitors throughout the country, and from theatre operating heads abroad, for early showings of the film demonstrate the effectiveness of The Times in reaching important, policy-making persons.

Sincerely,

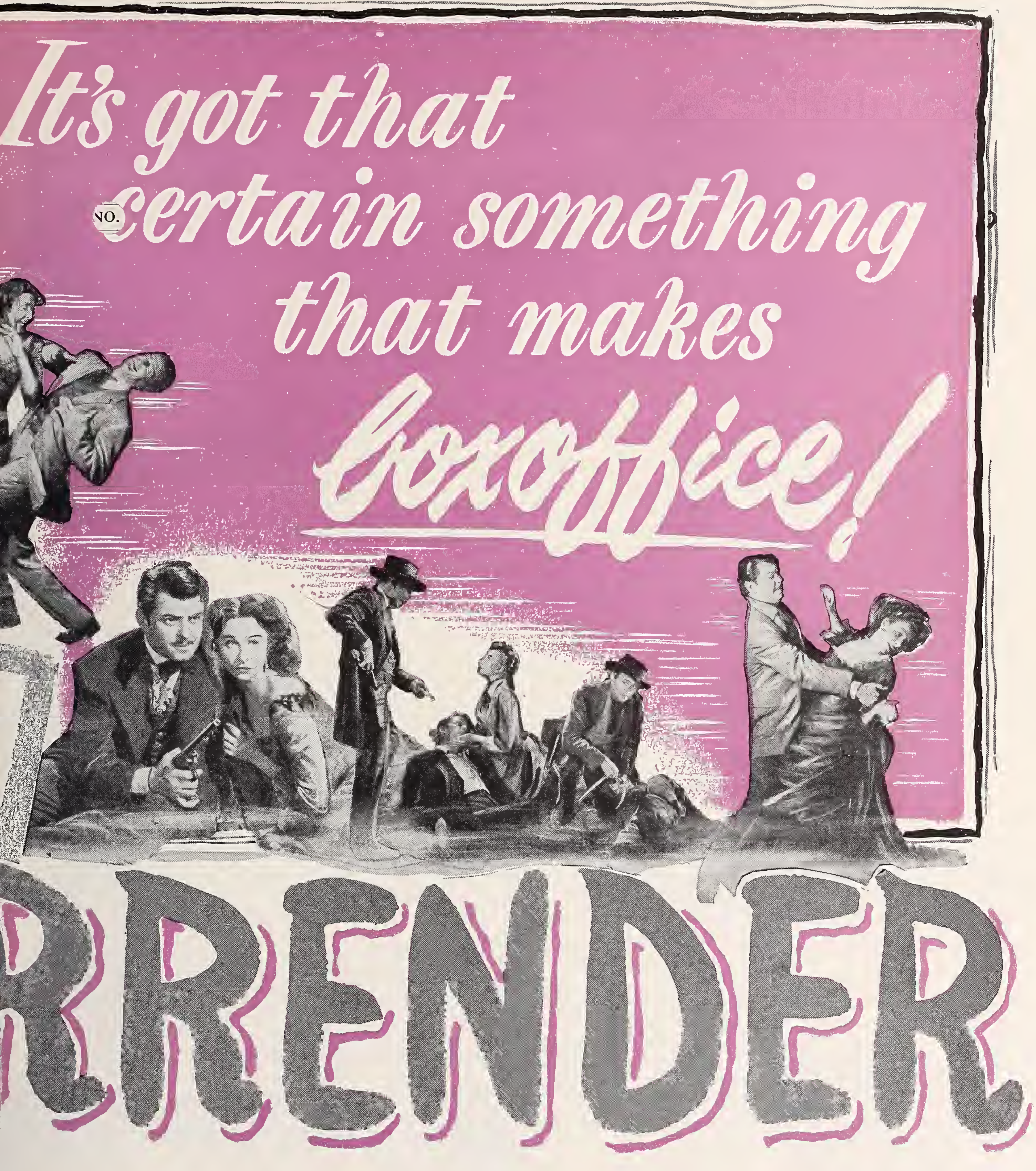
Charles Schlaifer

CS:s

Charles Schlaifer
President



SU
SURRENDE
with FRAN


It's got that
certain something
that makes
boxoffice!
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ng **VERA RALSTON** · **JOHN CARROLL** · **WALTER BRENNAN**

ERER · **WILLIAM CHING** · **MARIA PALMER** · and JANE DARWELL · ROY BARCROFT · PAUL FIX

n Play by James Edward Grant and Sloan Nibley · Story by James Edward Grant · Directed by Allan Dwan

PUBLIC PICTURE

REPUBLIC PICTURES CORPORATION
HERBERT J. YATES, PRESIDENT

Allied Convention Ready for Kick-Off

Allied States Convention to Set New Mark

(Continued from page 1)

five separate open forums for as many types of theatre operations on buying problems and practices peculiar to each type of operation. The clinics are credited with having heightened interest in the convention nationally.

The sales and distribution heads of a half-dozen major companies will put in an appearance at the convention. They will be fair game for the graduates of the film buying clinics who may wish to make a practical test of their new learning.

Convention business sessions will be confined to the three afternoons. Morris Finkel, president of Western Pennsylvania Allied Theatre Owners, the host organization, will open the convention tomorrow afternoon and turn the gavel over to Trueman T. Rembusch, Allied States president, who will be in the chair for most of the convention time.

Top Subjects

Top subjects on the agenda include an examination of theatre equipment and supply prices, theatre television prospects, television competition, including television program material considered injurious to motion pictures and theatre operation. Open discussions on the latter subject may consider means of retaliating against those who use television to the detriment of the motion picture theatre while profiting from that theatre through film performances.

Trade practices, the hardy perennials, should come to full flower on the convention floor, too. Group buying plans, flat rentals—no percentages for small town theatres and clarification of competitive bidding phraseology are likely to inspire much lively discussion and unveil many a heretofore unsuspected oratorical talent.

Some convention delegates look expectantly to William F. Rodgers, Loew's vice-president and general sales manager, to reveal to the Allied fraternity the plan for group selling of his MGM pictures on which he and his staff have been working for some time. A. W. Smith, Jr., 20th Century-Fox sales head; Abe Montague, Columbia sales manager; A. W. Schwalberg, Paramount sales chief, and other sales executives who will be present, may be queried on the workings of their previously proffered group selling policies.

Paramount's and Columbia's are in fairly general use. The exhibitor complaints to be heard, however, are that exhibitors in large situations can't participate.

Warner to Attend

Major Albert Warner or Ben Kalmenson of Warner Bros. is expected to attend, as is Robert Mochrie, RKO Radio sales manager.

The Allied campaign to eliminate percentage terms for small town theatres is in its third year. Considerable progress has been reported but the Allied committee on the subject, headed by H. A. Cole, may be sent on another mission to distribution home offices by the convention in an effort to complete the campaign before the next national meeting.

Abram F. Myers, Allied chairman and general counsel, may raise the subject of clarification of the Federal court's competitive bidding terminology. He suspects the court meant that bidding is unnecessary where independent competition is involved and need be used only when an independ- requires an opportunity to compete for a picture with an affiliated the- theatre. Myers would like to have a defendant company in the anti-trust case apply to the court for clarification.

Equipment Buying

In connection with its discussion of equipment prices the convention may be asked to consider the advisability of Allied's forming a cooperative equipment buying office.

The following will be in charge of the film buying clinics: Cole and Charles Niles, for small towns; Sidney Samuelson and Arthur Rush, medium towns and suburban runs; Martin Smith and Wilbur Snaper, key neighborhoods and subsequent runs; John Wolfberg and Rube Shor, drive-ins or "outdoor theatres," as they now are officially referred to by Allied, and Jack Kirsch and Abe Berenson, will conduct the circuit buyers' clinics.

Gene Autry, once a box office darling of numerous exhibitors, now suspect for engaging in the production of his own films for television, and for that criticized by Allied leaders, will attend the convention and be given a hearing. Couple of other boys traveling under a similar cloud, by name of Dean Martin and Jerry Lewis, will be playing Pittsburgh this week and will be given Allied's ear if they decide to drop in for an apology or two for their recent Colgate telecast on what they thought television had done to the business of theatre exhibition.

Wednesday's banquet is expected to be graced by such Hollywood personalities as Ann Miller, William Holden, Rex Allen and others. They haven't started television shows yet.

Martin & Lewis, TV 'Villains,' In Pittsburgh; May Visit Allied Meet

Pittsburgh, Oct. 1.—Dean Martin and Jerry Lewis, the comedians who had the temerity to poke fun at theatre business on their television show recently, and who were poked verbally in turn by COMPO, Allied States and the ITO of New York, will be playing a local theatre engagement here this week while Allied's national convention is in session.

Abram F. Myers, Allied chairman and general counsel, who authored the organization's bulletin threatening retaliatory action against the comic pair's motion picture, now in release and playing to excellent business, says he hopes Martin and Lewis will drop in at the Allied convention and tell their side of the story.

Martin and Lewis already have told exhibitors, through the trade press, that they're sorry, "had no idea . . ." and will never do it again.

Meanwhile, exhibitors nationally have elected Martin and Lewis the "Stars of Tomorrow" in *Motion Picture Herald's* annual poll, just published.

To Report on Allied States At North Central Allied Meet

Minneapolis, Oct. 1.—A full report of the Allied States annual convention at Pittsburgh Oct. 2-4 will be made at the regional meeting of North Central Allied in Duluth on Oct. 26, Ben Berger, president, and Stan Kane, executive counsel, have announced.

Allied Directors

(Continued from page 1)

Allied directors give the impression of being solidly behind COMPO at this point. There is a definite feeling among them that industry and exhibitor relations with the public can be materially benefited by COMPO activities and that, with COMPO just getting into its active stage, it more than ever deserves active support of its constituent organizations, if substantial results from it are to be expected.

Last year at its meeting in Minneapolis, the Allied board approached the subject of an all-industry public relations organization for the first time with apparent indecision. The board first voted against participation by Allied; then reversed itself after further hearing proponents on the board and approved the one-year trial which now is expiring.

No election of Allied officers is scheduled during the board meeting here. The annual election will be held at the mid-winter meeting of the board, the date and place for which is expected to be set at this time.

In recent years it has come to be customary for Allied presidents to serve two terms. Hence, the reelection of Trueman T. Rembusch at the next board meeting is generally anticipated. Abram F. Myers, Allied chairman and general counsel, is presiding at the board meetings which will be concluded today.

Refers to Drive-ins As Outdoor Theatres

Washington, Oct. 1.—"To emphasize the community of interest of all theatres," Allied States Association has decided to refer hereafter to drive-ins only [illegible] "outdoor theatres."

Arbitration Meet

(Continued from page 1)

joining in an exhibition bid for an arbitration conference. Notwithstanding the statement made recently by TOA general counsel Herman Levy that "all segments of the industry are, for the most part, in favor of an industry system of arbitration," it is generally conceded that any areas of disfavor that exist are very likely to be found within Allied.

Myers' View

It is recalled that Allied general counsel Abram F. Myers has gone on record as "disdaining" arbitration "systems" as such. Moreover, Myers has pointed out from time to time that Allied was, in a large measure, responsible for the elimination of arbitration from the final decrees in the industry anti-trust suit.

However, it is held likely that the Allied board meeting which was held over the weekend in Pittsburgh discussed Allied's attitude in general toward the holding of an all-industry arbitration conference. Decisions that may have been arrived at in this connection may not be forthcoming, however, until after a TOA approach to Allied has been made. The Allied convention will open in Pittsburgh today. The TOA convention will get underway in Houston on Oct. 30.

Distributors Decline

Following a TOA bid a few months ago for distribution's initiating an all-industry arbitration conference call, the distributors declined to act in that direction because attorneys of some of them advised against it.

PCCITO, like TOA, has demonstrated in the past a distinctly favorable attitude toward arbitration.

Daylight and Overnight
DC-6
Mainliner 300s
11 HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves 11 am, arrives 6:55 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
Flights operate on Standard Time
UNITED AIR LINES

RKO RADIO PICTURES, Inc.
BOSTON Trade Screening
SAMUEL GOLDWYN'S
presentation of
"EDGE OF DOOM"
Tues., Oct. 3, at 10:30 A.M.
RKO SCREENING ROOM
122 - 28 ARLINGTON STREET

Greetings

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STATES

ASSOCIATION

Greetings Showmen!

from

Simplex

TRADE MARK REG'D

Manufactured by
INTERNATIONAL PROJECTOR CORPORATION
Bloomfield, New Jersey

FULL PROFIT

is possible *only* when you have a modern, high-speed ticket-issuing and collection control system at box office and door. Ask your jobber at the Show —see

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General Register Corporation, Long Island City 1, N. Y.

BEST WISHES!

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COMPLETE STAGE LIGHTING EQUIPMENT

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527 - 29 WEST 45th ST.
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Your Screen is your "SHOW WINDOW"!

Your "Show Window" should be made of ***GLASS!***

GLASCREEN

makes the
PERFECT SCREEN!

SHOW IT MAGNIFICENTLY ON GLASCREEN

Seamless In All Sizes

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- AUTOMATIC MACHINE TICKETS
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- RESERVED SEAT TICKETS
- COMPLIMENTARY TICKETS
- COUPON BOOKS
- ETC.

NATIONAL TICKET COMPANY
SHAMOKIN, PENNSYLVANIA

We want you to see "ALL ABOUT EVE" just the way we saw it...

...it's all about *women*—and their *men*!

Step #1 in the launching of a major motion picture event...

There's No Business Like 20 Business!

20 CENTURY-FOX

Darryl F. Zanuck presents
BETTE DAVIS · ANNE BAXTER
GEORGE SANDERS · CELESTE HOLM
with
Gary Merrill · Hugh Marlowe
Thelma Ritter · Marilyn Monroe
Gregory Ratoff
Barbara Bates · Walter Hampden

all about eve

Produced by DARRYL F. ZANUCK
Written for the Screen and Directed
by JOSEPH L. MANKIEWICZ

When we first saw "All About Eve", one of the very finest pictures to come from 20th Century-Fox, we became aware that its utter fascination and charm were immeasurably due to the fact that we were seeing it the only way it should be seen—from the beginning.

Now, for the first time in history, in a theatre with a continuous policy and at no advance in prices—a program of Scheduled Performances* has been devised, to make it possible for you to see "All About Eve" from the beginning—just as we saw it. Tickets may be purchased in advance. A seat will be assured for all, and no one will be seated after the start of any of the four daily performances. This guarantees you the fullest enjoyment when you see the most provocative picture of the year—"All About Eve".

We believe this bold departure for a magnificent motion picture will win your complete support. We are confident you will agree that it is a new and exhilarating experience in movie-going.

The Men and Women of
Twentieth Century-Fox

What *SCHEDULED PERFORMANCES *means*

You will be sure of seeing the picture from the beginning, for your maximum enjoyment.

•

You will know when each show starts and can arrange to see the picture at your greatest convenience, as all tickets will be sold for specified performances, 4 times daily.

•

You will know you are assured a seat. There will be no standing room — a seat for every ticket.

•

You will not be disturbed once the picture begins, as no one will be seated after the start of any performance.

•

General admission tickets will be on sale daily at the box-office before each performance.

•

Loge seats may now be purchased in advance for all performances by mail or at boxoffice.

•

THERE WILL BE NO INCREASE IN PRICES.

Friday, October 13th

ROXY Theatre

with ANOTHER BRILLIANT ROXY STAGE SHOW

•

4 SCHEDULED PERFORMANCES DAILY

1st Show-10:30 AM Picture Starts-11:30 AM
2nd Show- 1:45 PM Picture Starts- 2:45 PM
3rd Show- 5:00 PM Picture Starts- 6:00 PM
4th Show- 8:30 PM Picture Starts- 9:30 PM

there will be a half hour intermission between each complete show

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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 65 NEW YORK, U.S.A., TUESDAY, OCTOBER 3, 1950 TEN CENTS

Mixed Results From 3-City Theatre Video

Detroit Showmen Pleased, Others Are Lukewarm

Mechanically, the widespread, wide-screen theatre telecasts of outstanding sporting events, is a success; box-office wise, it apparently is a matter of some speculation at this time in some places, for out of three widely-separated tests over the weekend, it failed to measure up in two—Chicago and Albany—from a business standpoint, although it did well in the third test in Detroit.

Officials of Detroit's Michigan Theatre reported economic success with the telecast from Ann Arbor, of the University of Michigan-Michigan State football game. The theatre, through a complicated combination of television "movie" projection, showed the game in detail, with the action on the screen approximately 35 seconds later than it occurred on the field.

(*Continued on page 7*)

Ascap, Producers Due to Negotiate Shortly on Fees

Negotiations are expected to get underway here shortly between copyright attorneys for major producers and Ascap relative to the direct payment of film music licensing fees to Ascap, which formerly collected some $1,200,000 annually from theatres. Ascap collections from theatres for film music is prohibited by an order of Federal Judge Vincent L. Leibell in New York District Court, which

(*Continued on page 7*)

Pick 'Mudlark' for Command Showing

London, Oct. 2.—After viewing 11 films and pondering its decision over the weekend, the committee of five named to pick the film for the Royal Command Film Performance today chose 20th Century-Fox's "The Mudlark," produced here and starring Irene Dunne as Queen Victoria.

Autry Defends TV Activity While Selling to Theatres

PITTSBURGH, Oct. 2. — Gene Autry, defending his right to make films for television while selling other motion pictures to theatres, told exhibitor where they have been derelict, and in doing so almost stole the show at the opening of Allied States' national convention here today.

Autry said when he returned from four and one-half years in the Army and found that $2,000,000 had been spent in building up a rival Western star during his absence, he decided to make better Westerns and to make them in color. Then he discovered exhibitors would rather play his old reissues at minimum rentals than pay $2.50 to $5 in increased rentals for his new pictures.

When he became interested in mak-

(*Continued on page 10*)

Okay on CBS TV Color Plan Seen

WASHINGTON, Oct. 2.—Television industry sources here believe the Federal Communications Commission will now authorize the color TV system of Columbia Broadcasting Co. And they expect the FCC to do it within the next three weeks.

The industry feels this is all the Commission can do after practically every television set maker rejected the Commission's alternate suggestion of putting so-called "bracket standards" in new sets.

Commission officials wouldn't say what the FCC will probably do now, but they said it would take about 10

(*Continued on page 7*)

Some Large Circuits Still Undecided On COMPO: Mayer

PITTSBURGH, Oct. 2.—Departing from his prepared speech at the Allied States convention here today, Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, gave the first indication that support of COMPO by some larger circuits still leaves something to be desired.

"I don't know what some of the large circuits are going to do in the way of supporting COMPO, finan-

(*Continued on page 10*)

Hughes-Brandt Deal Nears Completion

HOLLYWOOD, Oct. 2.—With lawyers at work today on final details, the deal for the purchase of Howard Hughes' 929,020 shares in RKO Theatres by the Harry-Brandt-Translux Theatres group appears certain to be closed within 24 hours, according to Sam Dembrow, negotiator for the Brandt interests.

Dembrow described the deal as "on the half-yard line." Dembrow, here for the past two weeks conducting negotiations, met with Hughes and attorneys throughout the weekend ironing out minor points. The price involved is said to be between seven and eight dollars per share.

Allied Votes for COMPO, Against Competitive Bids

PITTSBURGH, Oct. 2.—Allied States' board of directors at a two-day meeting concluded here yesterday voted to extend Allied's membership in the Council of Motion Picture Organizations for another year and took steps the object of which is to reduce competitive bidding as much as possible.

The one-year extension of Allied's membership in COMPO was described by Abram F. Myers, chairman of the board and general counsel, as the maximum possible because Allied officers are elected for one year terms and cannot commit the organization

(*Continued on page 7*)

Selznick Seeks 25 Korda Film Changes

The controversy between David O. Selznick and Sir Alexander Korda over distribution in the U. S. of the latter's "Gone to Earth" took a new turn yesterday with the disclosure that Korda representatives here have been informed that Selznick has asked for some 25 changes in the film.

Korda, who is in London at present,

(*Continued on page 7*)

Allied to War On TV Slurs Against Films

Convention Inclines to Co-op Equipment Buying

By SHERWIN KANE

PITTSBURGH, Oct. 2. — Allied States served notice in convention here today that it will battle any and all unfair and injurious attacks on the motion picture theatres carried by television.

The opening session of the three-day meeting at the William Penn Hotel also took the first step toward formation of an organization for the coopertive buying of theatre equipment and supplies, including confections, popcorn and soft drinks, in order to combat what it terms "price-gouging" by manufacturers and dealers.

A motion authorizing the Allied board of directors to study means of setting up a cooperative buying unit was made today by Sidney Samuelson, president of Allied Theatre Owners

(*Continued on page 10*)

Exorbitant Rentals Lambasted by Niles At Allied Meeting

PITTSBURGH, Oct. 2.—Film rentals, a perennial topic at Allied States gatherings were the highlight of the keynote address delivered here today by Charles Niles, Allied Independent Theatre Owners of Iowa-Nebraska director, as the organization's 17th annual convention opened.

"The convention must take action on the exorbitant film rental demands of

(*Continued on page 7*)

Western Pa. Allied Delays Its Meet

Pittsburgh, Oct. 2.—Directors of Western Pennsylvania Allied Theatre Owners decided at the weekend not to hold a convention of the local organization to avoid possible impingement of the national allied convention program. No date was set for a convention later.

Para. Sets Dates For Field Meetings

Details of regional branch managers' meetings planned last week at the two-day home office session attended by Paramount division sales managers and company executives were announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Sales policy and plans set at the home office session will be discussed at the regional gatherings. The division managers, who remained in New York an extra day for individual meetings with Schwalberg on local problems, have returned to their field headquarters and are now working on preparations for the branch managers' conferences.

The first session will be held at New York's Warwick Hotel, Oct. 13-14. Schwalberg will preside. Those present will include: Hugh Owen, Eastern and Southern manager; Howard Minsky, Mid-Eastern manager; branch managers, sales managers, regional fieldmen, the district manager for the Metropolitan New York area, and home office executives.

On Oct. 27-28, meetings will be held at the Stoneleigh Hotel in Dallas. Schwalberg will also preside at these meetings which will be attended by George A. Smith, Western manager; James J. Donahue, Central, and Duke Clark, South-Central, plus branch managers, sales managers and fieldmen.

While the territorial meetings are underway, Gordon Lightstone, general manager for the Canadian division, will confer with managers of Eastern Canadian branches on Oct. 13-14 at Toronto and with the Western managers in Winnipeg on Oct. 27-28.

Houston Mayor to Welcome the TOA

HOUSTON, Oct. 2.—Mayor Oscar Holcomb of this city will deliver the opening address of welcome to delegates attending the Theatre Owners of America annual convention, to be held here Oct. 30-31, it was announced today by R. J. O'Donnell, convention general chairman.

O'Donnell, also said the general chairman's breakfast, scheduled for the morning of Oct. 30 has been cancelled and a luncheon substituted for the same day in order to permit late morning arrivals to attend. Samuel Pinanski, TOA president, will be a speaker at the luncheon, and O'Donnell will be toastmaster.

O'Donnell said that Governor Allan Shivers plans to address the gathering of theatremen, but the exact time has not yet been set.

Crescent to Build

NASHVILLE, Oct. 2. — Crescent Amusement Co. has announced the award to Sumner Construction Co. of a contract for building a theatre and shopping center in the Green Hills section of Hillsboro. Marr and Holman, Nashville, are the architects. The theatre will seat 1,000.

Personal Mention

WILLIAM F. ROGERS, M-G-M vice-president and general sales manager, will arrive in Pittsburgh this morning for the Allied convention, from New York.

•

FRED QUIMBY, executive producer of M-G-M cartoons and head of the studio's short subject department, is scheduled to arrive here on Oct 9 from the Coast.

•

JIM DENTON, head of the 20th Century-Fox special service unit at the Coast studio, has left New York to continue his promotional swing around the country.

•

JOHN ERPELDING has joined Monogram's legal staff and yesterday reported to BARNETT SHAPIRO, resident attorney, in Hollywood.

•

A. H. ROBERTSON, co-owner of the Majestic Theatre, Springfield, Ky., is convalescing at Saint Joseph's Infirmary here.

•

DAVID GOLDING, 20th Century-Fox publicity manager, is back in New York from a vacation in France.

•

LEO SPITZ, executive producer for U-I, is in Chicago enroute to the Coast following a European trip.

•

PHIL LAUFER of Universal's home office publicity department, has left here for Buffalo.

•

MIKE SIMONS, M-G-M assistant to H. M. RICHEY, returned here yesterday from Pittsburgh.

ELLIS ARNALL, president of the Society of Independent Motion Picture Producers, is in Atlanta from New York.

•

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, is in Pittsburgh today, from New York.

•

MICHAEL J. CULLEN, Loew's Western division manager, arrived in Indianapolis from San Francisco last night.

•

JOHN L. SINN, president of Ziv Television Programs, Inc., arrived in Hollywood from New York yesterday.

•

JACK BRODER, Realart board chairman and president, and MRS. BRODER have returned to Los Angeles from New York.

•

PAULA GOULD, New York Capitol Theatre Publicist, has returned home with her mother from a Florida vacation.

•

RALPH QUARLES, of the Majestic Theatre, Springfield, Ky., has returned from a trip to South Carolina.

•

AL CROWN, Samuel Goldwyn Productions executive, will return here today from Europe on the *S.S. Liberte*.

•

IRVING ASHER, Paramount producer, has left here for Paris.

•

DAVID L. LOEW, Coast producer, is here from Hollywood.

Sue Brandt and U.A. Over 'Lights' Deals

Monroe E. Stein, attorney for David Mavity, operator of the Pix Theatre in White Plains, and for Westway Operating Co., operators of the Symphony Theatre on Broadway here, today will argue before New York Supreme Court Justice Samuel Hofstadter a motion for an injunction to restrain the White Plains Colony Theatre and the Midtown here from playing Charles Chaplin's "City Lights" pending settlement of actions brought by Mavity and Westway against Harry Brandt, Joseph Ingber, United Artists and the operators of the Colony and the Midtown.

Stein has filed in behalf of Mavity and Westway two damage actions of $20,000 each against Brandt and the others, the allegation being that UA failed to deliver the picture under deals made, because Brandt "through the use of buying power" secured it for the Colony and Midtown.

Arthur Baker, 71

KANSAS CITY, Mo., Oct. 2.—Arthur F. Baker, a pioneer theatre man of the Midwest, well known as (Peck) Baker, died Monday morning, October 2, aged 71, after a two months' illness at St. Margaret's Hospital, Kansas City, Kans. He was co-founder of Electric Theatres in Kansas and Missouri, the first being in Kansas City, Kansas, in 1906.

Remove Ban Against 'U' at World Series

Universal Newsreel will join its colleagues in filming the forthcoming World Series, with Baseball Commissioner A. B. Chandler removing the ban which kept its cameramen from the parks during last year's games.

Universal fell from the good graces of organized baseball, it is understood, when it transferred its shots of the 1948 Series to 16mm. film and released them for home use through a subsidiary company, United World Films. Chandler's ruling last year was apparently in retaliation.

Pinanski at Capital Bond Drive Meet

WASHINGTON, Oct. 2.—Plans for film industry aid in the Treasury's November savings bond drive, which will center around increased use of a payroll deduction plan, were discussed here today at a meeting of top Treasury officials and chairmen of the Department's various advisory committees.

Samuel A. Pinanski, Theatre Owners of America president and chairman of the motion picture advisory committee, represented the film industry at the meeting. Plans included making a special bond trailer and displaying other promotional material at theatres. Secretary of the Treasury Snyder presided at the meeting.

Tri-State Managers Guests of M-G-M

CULVER CITY, Oct. 2.—Thirty-three Midwest theatre managers, headed by Ralph G. Branton, will be luncheon guests of Louis B. Mayer and Dore Schary tomorrow at the M-G-M studios. The group from the Tri-State circuit of Des Moines arrived in Hollywood this evening.

The luncheon is the first of a series of events planned for a wee[illegible]ere which is being given to the[illegible]men and women as an award for being the top team in an "increased business" contest between two managerial groups known as "The Hatfields" and "The McCoys." M-G-M will have its producers and stars present to discuss mutual problems with the visitors. This is the first time that such a large group of managers from a single circuit has been brought to Hollywood.

The visitors include Branton, general manager; Dale McFarland, booking manager; Jimmie Redmond, Russ Fraser, Marie Frye, Ruth Biddle, Kermit Carr, A. Don Allen, Wally Kemp, Bob Kenney, Gene Sobehart, Fred Teller, Harold Lyon, Dick Gray, Henry Plude, Horace Spencer, Dorman Hundling, Carl Hoffman, E. J. Casler, John Nargang, Roy Hill, Stan Blackburn, Ira Craub, Russell Johnson, William Barnhart, Don Brighton, Betty Hensler, Russell Hill, Tony Abramovich, Vernon Carr, E. L. Doherty and Dale Ball.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
UNION STATION
starring
WILLIAM HOLDEN
Nancy Olson
Barry Fitzgerald
in person
DUKE ELLINGTON
And His ORCHESTRA
TIMMIE ROGERS
TEDDY HALE
Extra SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

CAPITOL
B'WAY & 51st ST.
JOAN FONTAINE
ROBERT ZACHARY
RYAN • SCOTT
"BORN TO BE BAD"
IN PERSON
PHIL SPITALNY
and His Hour of Charm
ALL-GIRL ORCH.
& CHOIR Company of 40
featuring EVELYN and Her Magic Violin

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and holidays), at New York, New York, for October 1, 1950.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Ave, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing Editor, Sherwin Kane, 1270 Sixth Aven[illegible]ew York City; Business Manager, Theo. [illegible]ullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.) 5,188.

(Signed) THEO. J. SULLIVAN,
Business Manager

Sworn to and subscribed before me this 29th day of September, 1950.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1951.)

Location Saves Time, Cash: Lucachevitch

Joseph Lucachevitch, in New York from the Coast to screen his production, "The First Legion," based on the Emmett Lavery play which was on Broadway 15 years ago, told the press yesterday of the advantages of shooting on location without studio overhead, and with one's own money. The film was made by Leo Pictures, which is comprised of Lucachevitch, Dr. Erwin Brettauer and Oscar Lester.

The picture, starring Charles Boyer, Leo G. Carroll and William Demarest, and directed by Douglas Sirk, was made completely on location at the Mission Inn, Riverside, Cal. It would have taken 42 shooting days instead of 27 to make it in a studio, and would have cost $1,100,000 instead of $600,000, Lucachevitch estimated.

Charack Promoted

LOS ANGELES, Oct. 1.—C. T. Charack has been appointed branch manager of Lippert's Los Angeles exchange.

WANTED
16 MM and 35 MM
SILENT FILMS
FOR EXHIBITION
Send Information to Box 445
MOTION PICTURE DAILY
Rockefeller Center, N. Y. 20

Reviews

"Rocky Mountain"

(Warner Brothers)

A FRAGMENT out of Civil War history has been fashioned into an intense and absorbing motion picture. Although certain minor phases of this outdoor adventure drama fall into conventional pattern, the main appeal of "Rocky Mountain" is that its broad narrative framework steers clear of formula mold. Action dramas of this kind always prove a rewarding attraction at the box-office and there is every reason for this to do likewise. Errol Flynn heads the cast, with support coming from Patrice Wymore and Scott Forbes.

The story recounts the efforts of eight desperate, travel-weary Confederate soldiers on a patrol in California. Under the command of Flynn, their purpose is to rendezvous with the leader of an outlaw band in an effort to gain control of California for the Confederacy. A curious series of events follow allowing for a mixture of moods that give the story greater depth than the usual Western.

The patrol rescues a stagecoach bearing a Yankee girl, Miss Wymore, from Indians and Flynn agrees to provide her sanctuary. In the meantime, her fiance, Forbes, a union officer, decides to look for the missing Miss Wymore, and is captured along with his patrol by Flynn's men. Tension follows and there develops the slight outlines of a romantic triangle. Other elements of the story involve the meeting with the outlaw leader and his eventual death at the hands of the Indians.

As the story races to its climax, aroused Indians are bearing down on Flynn's little group. Flynn decides to divert the Indians while the girl makes a break for freedom. It is an heroic move, but it brings Flynn and his ill-fated men into death's jaws. As a touch of irony, Forbes, who had escaped earlier, arrives on the scene just too late for the rescue.

William Jacobs produced and William Keighley directed, from a screenplay by Winston Miller and Alan LeMay, based on a story by the latter.

Running time, 83 minutes. General audience classification. Release date, Nov. 11.

MANDEL HERBSTMAN

"Wyoming Mail"

(Universal-International)

A ROUSING outdoor action drama has been built around the early efforts of U. S. postal authorities to get the mails through by way of transcontinental railroad instead of the customary stagecoach. Besetting the innovation were masked bandits who raided and looted the mail cars. To these story ingredients, producer Aubrey Schenck has added Technicolor to make a well-rounded and highly satisfactory adventure story in its category.

Stephen McNally has the male lead as a bare-knuckle fighter who is drafted by the government to work as a secret agent in order to ferret out the outlaws. Up front in the feminine lead is Alexis Smith, a frontier songstress in cahoots with the outlaws, while others working in the department of villainy are Howard da Silva and Ed Begley. To best get at his prey McNally embarks on an elaborate scheme to become a member of the gang. This necessitates his being declared an escaped bank robber and sent to prison from which he escapes. A series of events follow culminating in McNally's acceptance into the gang. By this time he has fallen in love with Miss Smith and what is more, she has become repelled by the outlaws and wants to go straight. As another holdup is about to be pulled the outlaws learn of McNally's true identity but the latter makes a narrow escape. Some more gunplay, and fisticuffs follow, ending in the capture of the outlaws. As for the heretofore unrevealed mastermind of the gang, he gets his just desserts from the iron fists of McNally.

Reginald LeBorg directed, from a screenplay by Harry Essex and Leonard Lee, based on a story by Robert Hardy Andrews.

Running time 87 minutes. General audience classification. October release.

MANDEL HERBSTMAN

Para. Premiere for Kenny Fund Tonight

Al Goodman, Tony Pastor and Charles Sanford will alternate as leaders as an augmented orchestra at a special Paramount Theatre stage show to be held tonight in connection with the benefit premiere of "Union Station." All proceeds, which are expected to top $34,000, will be turned over to the Sister Kenny Foundation for its fight against polio.

Stars William Holden and Nancy Olson both will appear in person tonight along with other top talent.

Set Seeley Film

HOLLYWOOD, Oct. 2.—The William Perlberg-Grace Seaton production unit, which recently joined Paramount, will produce and direct the Blossom Seeley story starring Betty Hutton, as their first venture for the studio. Preparations for filming are under way.

Kassler and Lewis in Academy Production

Academy Productions, Inc., a new foreign film distribution company, has been organized in New York for the release of special road-show and exploitation attractions in the U. S. Frank Kassler is president and Martin J. Lewis is treasurer of the company.

The new group's first release will be a double-feature, "Nature Man" and "Nature Girl." This program will open at the Squire Theatre here at the end of October.

Swedlove Named

OTTAWA, Oct. 2. —Casey Swedlove, manager of the Linden Theatre, was elected president of the Theatre Managers Association of Ottawa at the first meeting of the season. This is his second term as president.

Morris Berlin, manager of the Somerset Theatre, was named vice-president.

MPAA Adds 15 to Children's Program

Fifteen features have been added to the National Children's Film Library, announces Marjorie G. Dawson, chairman of the Library Committee, and with 42 other films previously selected, comprise a nucleus of 57 motion pictures made available for special Saturday showings to children in theatres throughout the country.

The 15 are: "The Stratton Story," "The Secret Garden," "The Wizard of Oz," "Take Me Out to the Ball Game," "Hills of Home," "Challenge to Lassie," "Gallant Bess," "Courage of Lassie," "Ginger," "Nanook of the North," "Deep Waters," "Down to the Sea in Ships," "Green Grass of Wyoming," "Sand" and "The Adventures of Robin Hood."

Mrs. Dawson, who is also associate director of the Motion Picture Association of America's community relations department, stated that the latest additions replace subjects that have already served their purpose on children's programs. Each year, she explained, the Library Committee rescreens older subjects, discards those which have outlived their appeal to children, and adds the best from production of more recent date.

The Children's Film Library was created in 1946 by Eric Johnston, MPAA president. Prints of selected subjects are made available by the film companies following completion of their regular theatrical runs. To encourage maximum use of the subjects, the pictures are supplied to exhibitors at a fraction of their normal rental.

20th Stars Set for 'Two Flags' 'Junket'

A cavalcade of Hollywood stars will arrive in Atlanta next Monday for the world premiere of 20th Century-Fox's "Two Flags West," it was announced here yesterday by the company, following advice from the studio.

The group, which will include Richard Widmark, Richard Conte, Lois Andrews, Roddy MacDowall, Randy Stuart, Marion Marshall and Betty Lynn, will take part in the mass saturation opening which will blanket the South starting Oct. 11 at the Fox Theatre in Atlanta. Joining the troupe from New York will be Mary Osborne.

The stars will be on hand for the ceremonies launching the picture at the Fox Theatre on the night of Oct. 11, and will make four personal appearances at the house on the following day. They will then travel to Dallas, Houston and San Antonio to take part in the openings there, returning to Hollywood on Oct. 17.

Southern division sales manager Harry Balance; Paul Wilson, assistant division manager; Stirling Silliphant, company promotion manager, and Jimmy Gillespie, field exploiteer in the area, have been handling the details on the mass opening,

"Up Front" Budget Up

Universal-International has approved an increase of about $200,000 in the budget for Bill Mauldin's, "Up Front." "With its expanded budget, 'Up Front' becomes one of the biggest pictures on U-I's schedule for the year," said U-I.

There are a dozen reasons why

CO

1
JOHN FARROW, director of "California," planned this bigger, made this bigger

2
RAY MILLAND, who headed cast of "California," plays same type of lusty adventurer

CAN

7
"TECHNICOLOR HANDSOME . . . should boost grosses" says The Film Bulletin

8
"BANG-UP FINALE to top-notch drama" is M. P. Daily's report on its shooting excitement

9
NEW LOCATIONS, never before filmed, used to depict its "Valley of Violence"

RAY MILLAND · HEDY LAMARR · MACDONALD CAREY
MONA FREEMAN · HARRY CAREY JR.
in
Copper Canyon
Color by TECHNICOLOR
A JOHN FARROW PRODUCTION
Produced by MEL EPSTEIN
Directed by John Farrow
Screenplay by Jonathan Latimer · Story by Richard English

PPER

3

HEDY (Delilah) LAMARR "is beaut[illegible] picture in Technicolor" says Daily Variety

4

MACDONALD CAREY as "ruthless gunslinger is colorful menace" writes Variety

5

5-STAR CAST "will charge marquee with magnetism" declares Boxoffice

6

SO BIG "it's off the beaten track of even super-westerns" says Showmen's T. R.

YON

10

HIGH-TENSION SCRIPT of post-Civil War era becomes "big scale picture" says M. P. Herald

11

TITLE PRESOLD for six solid months by hit song, "Copper Canyon"

12

"EVERYTHING YOU WANT in one package" says Exhibitor Mike Felt in The Independent

Color by TECHNICOLOR

Is Paramount's Biggest Boxoffice

Western Since "California". . .

Cost Upswing Hits Carpets

Sharp rises in the cost of labor and raw material, particularly wool, are responsible for the recent increases in the price of theatre carpets, according to J. W. Servies, manager of National Theatre Supply's carpet department.

Servies' statement was issued in reply to recent charges of profiteering in the sale of carpets made by Abe Berenson, Gulf States Allied director, in a letter to Trueman Rembusch, national Allied president.

Admitting that carpet costs and prices have registered sharp increases during the past year, Servies laid the chief blame on the cost of wool, which he said has soared to 365 per cent of 1947 prices within a three-year period. Price increases merely reflect this and other rising costs, Servies said, and do not represent any attempt by either manufacturer or dealer to gouge the buyer.

Postwar Record

As proof of this, Servies pointed to the carpet industry's postwar record, in which period, he said, carpet prices rose less than "nearly every other form of manufactured article."

As for dealer markups, Servies said that National Theatre Supply's margin on carpet sales is less than on most other types of equipment. "Per yard," Servies said, "we are grossing less profit today on carpet than we did 12 years ago when carpet was about half its present price."

Heavy theatre carpets, because of the wear they must withstand, are made with more wool of a better grade than carpets designed for ordinary use, Servies said. Substitutes are being devised for home carpets, he said, but so far wool is the chief component of theatre carpet—and its high price is the greatest single factor in the price increases.

Wool Prices

Servies gave little hope that anything can be done to reduce the price of wool. He painted a picture of source after source drying up in China and India, and of government-aided price gouging in the few places left where carpet wool is available.

Though emphasizing that manufacturers continue to believe that it is more economical for theatres to use 100 per cent wool carpet even though the prices are higher, Servies said a theatre installation of a 50 per cent wool and 50 per cent synthetic carpet will soon be made to get actual wear data and comparison as to its cleanability.

U. N. 'Child' Film Wins College Award

The United Nations film, "Fate of a Child," selected for honorable mention by the City College Film Award Committee, has been awarded a certificate by Dr. Harry N. Wright, president of City College.

The judges panel was composed of Bosley Crowther, film critic of the New York *Times,* Archer Winsten, critic of the *Post;* Lewis Jacobs, producer, and Richard Griffith of the Museum of Modern Art Film Library. The film was produced by Leo Seltzer for the U. N.

Reviews

"Holiday Rhythm"

(Lippert Productions) *Hollywood, Oct. 2*

FOR exhibitors probing product availabilities for sheer entertainment of a fast musical comedy nature, "Holiday Rhythm" is recommended unqualifiedly, packing, as it most certainly does, some 18 specialty acts and 15 song numbers tightly inside its 60 minutes. It is the first production by Jack Leewood for Lippert, and is easily the liveliest, fastest and brightest entertainment of its kind. With Mary Beth Hughes, Wally Vernon and David Street shown roving the world with humorous disregard of time and distance, the slight but sufficient script by Lee Wainer embraces swiftly performed acts ranging from ice-skaters to Chinese jugglers, cowboy singers to Dixieland bands, floor-show orchestras to Hula dancers and tumblers to trained birds.

Producer Leewood's special contribution to the prevailing technique of making this kind of a picture is his elimination of lulls between turns, pauses for applause and interpolations of explanatory dialogue. He used the cream of each specialty, cutting away the build-up stuff, and got from one to another in the twinkling of the camera's eye. (If vaudeville had used the Leewood method maybe it wouldn't have died). It's hard to see how the picture can miss.

The rehearsal of a television show being offered an airline executive for sponsorship is the opener. Street, the producer, sustains a bump on the head, passes out, and dreams the show which then becomes the pictures, a world tour on which the 18 acts are encountered, and revives at the finale just to tie it all up. Jack Scholl directed admirably.

Of the 10 acts included, Tex Ritter and the Cass County Boys, Chuy Reyes and his orchestra, and the George Arnold ice show are possibly the best known, although a great deal of top entertainment is provided by others less widely established. The picture runs 60 minutes as reviewed, but a 70-minute version is being provided for exhibitors in single-bill areas. The 70-minute version will be supplied to the Atlanta, Charlotte, Dallas, Memphis, New Orleans and Philadelphia exchanges.

Others in the cast are Donald McBride and Alan Harris, and, of course, the 18 acts.

Running time, 60 minutes (70-minute version available). (General audience classification.) Release date, not set.

"Arizona Territory"

(Monogram)

"WHIP WILSON again unfurls his whip and uses it to good advantage against a gang of counterfeiters disturbing the peace of the West. Shooting and hand-to-hand fighting also play a part in an entertaining outdoor drama produced by Vincent Fennelly and directed by Wallace Fox. Adele Buffington's original screenplay is studded with too-familiar dialogue but the story moves along at a good clip regardless.

Wilson, aided by U. S. Marshal Andy Clyde, discovers that the country is being flooded with an avalanche of bogus bills. The two find that an old plate artist is helping Nancy Saunders, his niece, run a trading post in town. The uncle and a local Indian agent pass the money in pottery, using the post as their operational basc. Both the lawmen, realizing the uncle is guilty, continue with the case to prove Nancy innocent. Using all of the tricks of the trade and a few innovations, Wilson proves a capable cowboy hero. Clyde is a little too seedy to be a convincing government peace officer but he does provide a few moments of humor. Miss Saunders is believable.

Running time, 56 minutes. General audience classification. September release.

Paramount Expects Business Upswing

The anticipated improvement in September business for Paramount Pictures is due to "the improved box-office value of productions in current release, a perceptible improvement in business generally, and "Paramount Week," which marks the film's annual sales drive, Barney Balaban, Paramount president, said in a letter to stockholders.

In his letter, Balaban said that "although earnings for July and August reflected the usual summer decline, anticipated revenues for September should provide us with a third quarter which will exceed the earnings of either of the first two quarters of this year."

He reported "nothing new" regarding any prospective disposition of Paramount's stock holdings in Allen B. Dumont Laboratories, Inc. With regards to Paramount's investment in Chromatic Television Laboratories, Inc., Balaban noted some progress in the field.

Ship 52 Features To Korean Troops

United Nations troops in Korea were shipped a total of 52 features—an average of four new subjects a week—since the outbreak of hostilities, a tabulation prepared by the overseas branch of the Army and Air Force Motion Picture Service shows.

In continuing a service to the troops inaugurated in World War II, American film companies are giving the Army and the Air Force "unlimited latitudc in the selection of subjects—regardless of release schedule." As a result, troops at the Korean front have been able to see such pictures as "Sunset Boulevard," "The Next Voice You Hear . . .", "The Black Rose" and "Father of the Bride" about the same time they were being shown on the Broadways and Main streets of America.

While the majority of prints sent to U. S. troops in Japan, Germany, Austria and Trieste are in 35mm. those shipped to Korea have been in 16mm versions.

Short Subjects

"The Gathering Storm"

(March of Time-20th Century-Fox)

The question of how far must the U. S. mobilize now to be ready for the possibility of an all-out war, is given a thorough pictorial analysis in the latest issue of March o[illegible]me. Some vivid pictures of figh[illegible] in Korea are shown in the course of probing the question. Also coming under scrutiny is the situation on the home front.

Comparions are made between the current state of America's preparedness and conditions which existed in months prior to World War II. The picture is a skillful and absorbing documentary on the dilemma that confronts the nation today. Running time, 17 minutes.

"Pinkerton Man"

(This Is America-RKO)

An interesting insight into the methods of the nation's oldest detective agency is provided in the latest issue of This Is America.

An excellent documentary, the short first debunks the common visualization of the "private eye" and then shows how this large agency works. You follow a detective tracking down a case, watch him guarding factories and witness the hiring and education of the novice. The narrative smoothly ties in the history of the agency with its current crime-detecting scientific methods. Running time, 16 minutes.

Zenith Test of Phonevision Off

CHICAGO, Oct. 2.—Zenith Radio Corp. has postponed its Phonevision test until Nov. 1 and has asked the FCC for permission to continue the test through Jan., 1951.

E. F. McDonald, Jr., Zenith president, explaining the postponement, said, "We do not yet have enough good films to conduct the test properly through its full schedule of 90 days. Refusal by most major producers to rent us film for the test has deprived us of the type and variety of features we need to make the test truly representative."

Another reason for the postponement was a letter from Leonard H. Goldenson, president of United Paramount Theatres, to Spyros P. Skouras, president of 20th Century-Fox, and to other producers, which was released to the press last week and recommended that films be made available for the Phonevision test.

In his letter Goldenson disagreed with Zenith upon the feasibility and economic value of Phonevision as a means of selling and distributing films. However, he felt that enough films should be made available for the test "so that all who are interested in the matter will have the results for proper appraisal and evaluation."

Fire Hits Drive-in

BOSTON, Oct. 2.—Fire, believed to have been caused by incendiary vandals, damaged the projection booth of the Lowell Drive-In, near Lowell, Mass., to the extent of a $15,000 loss.

Niles Hits Rentals

(*Continued from page 1*)

distributors," Niles said, "or this convention will be written down as a failure. We exhibitors want to know why the distributors keep on increasing film rentals when, in truth and fact, the cost of producing pictures has steadily declined."

"In spit of all the ground that has been gained in the direction of efficiency and economy in production," Niles said, "the distributors are systematically and with what seems to be a common accord, persistently raising film rentals, whether it be by demanding higher flats, more pictures on percentage, extended playing time, lower split figures, higher guarantees, or the other gimmicks which drain off the profits of theatres."

Niles urged the convention to attack the problem from all angles, with each of the various group meetings to devote itself to action on trade practices. He hit at alleged practices which he said still deny the exhibitor the privilege of selective buying and hinted grimly that "our distributor friends may still see the inside of the jail house" if they continue, as he charged, to violate court orders handed down in anti-trust cases.

"Naturally we do not want to file complaints with the public authorities," Niles said, "if it can be avoided. What we want is for the distributors to respect our legal rights, and we should now issue a final warning on the subject."

Other topics touched upon by Niles in his speech were radio and television practices affecting motion picture exhibition, and a proposed cooperative buying plan for purchasing equipment and supplies.

ASCAP Talks

(*Continued from page 1*)

was signed over a year ago following litigation.

It is understood that under the former system, Ascap collection costs amount to approximately 25 per cent, netting Ascap about $800,000 annually. The Society, it is said, may not seek to collect that amount from the producers, since it still collects from film theatres for music used in conjunction with stage shows and therefore could allow the difference under deals with producers.

The negotiations will be carried on by Ascap with the companies individually.

Ascap president Otto A. Harbach is due back here from the Coast this morning to attend today's regular Ascap board meeting. He is expected to be accompanied by former president Fred E. Ahlert. Herman Finkelstein, Ascap administrative executive, returned here yesterday from Hollywood where he and the others are understood to have conferred with Ascap Coast executives relative to the forthcoming negotiations.

Ascap will hold a general membership meeting here on Oct. 10.

Selznick-Korda

(*Continued from page 1*)

is expected to convey today to his attorney here, Louis Frohlich, of the New York law firm of Schwartz and Frohlich, his reaction to the latest move by Selznick, who is now on the Coast.

It was indicated by a Korda spokesman here yesterday that if all of the changes Selznick has asked for are made, it would be tantamount to remaking the entire picture.

Arbitrator Robert P. Patterson ruled recently that Selznick could order three new scenes for the picture, providing he bore half the cost of making the new footage. Patterson also ruled that if Selznick wanted changes in addition to the three specified scenes he could have them by bearing the entire cost himself.

Those were his rulings.

3-City TV Results

(*Continued from page 1*)

The Michigan test was a real production. The theatre's show was preceded by a football parade. A football prologue was presented on the stage. A 30-piece band led by Graham T. Overgard played college songs. Drum majors and baton twirlers put on their high-stepping routines. Sweater girls in college colors sold hot dogs at stands in the aisles.

The Michigan test brought the answers to several vital questions.

Would sports fans pay the premium admission price ($2.50 for reserved, $1.80 for guaranteed seats) necessary to put on such an expensive production?

Over 2,300 jammed into the Michigan Theatre.

Would theatre telecasting adversely affect game attendance?

The stands were packed with 97,000 people.

Is theatre telecasting worth the tremendous expense?

The unanimous opinion of Gil Green, manager of the Michigan, and other theatre executives is: "Yes!"

Engineering Involved

The Michigan Theatre test was no slight gamble. Engineers spent weeks installing and testing the intricate equipment.

Here is the way it works:

A video camera on the field picks up the game. The TV and accompanying play-by-play description are flipped by micro-wave from Ann Arbor to a receiver atop Detroit's soaring Penobscot Building. From there it is piped to the theatre. The special TV receiver has a built-in motion picture camera which protographs the image on the receiver. The film runs through high-speed processing directly into the projector which throws it in on the 26-by-22-foot screen. Time elapsed: About 35 seconds.

Will theatre telecasting continue?

Definitely, Michigan Theatre executives say. Furthermore, projects are in the planning stage to enlarge the system into an inter-city network.

The Michigan Theatre will televise another football game next Saturday, Oct. 7.

The Michigan grossed approximately $3,800 for last Saturday's football game program alone. (This is not the entire day's gross).

In Chicago, the debut of big screen television of "Big Ten" football games at the B. and K. State-Lake and Tivoli theatres last Saturday left much to be desired. But it did show the possibilities of uniting TV with motion pictures if the two are carefully co-ordinated.

Despite a month-long advertising campaign in local papers and theatres, neither the State Lake in the Loop or the Tivoli on the South Side had packed houses. About three-fourths of the 1,466 seats on the State Lake's main floor were filled, and there were only 50 to 75 persons in the balcony. The Tivoli attendance record was reported as "fair."

Possible reasons or the meagre attendance were: the Illinois-Ohio University game was not an important one; the Notre Dame-North Carolina game was, and it was being televised in homes all over the city; and the increase in prices—B. and K. charged $1.20 for the game plus the regular feature admission.

The quality of the telecast at the Tivoli was much better than that at the State Lake. The Tivoli used direct TV, the State Lake used films.

The pictures at the State Lake were often jerky and fuzzy. People's faces were sometimes completely black. The sound went dead for 10 minutes during the first quarter. None of the third quarter was shown because of "film difficulties." when the game reappeared on the screen it was in the middle of the fourth quarter.

Audience reaction, therefore, was not enthusiastic at the State-Lake. However, it was reported "very good" at the Tivoli. B. and K. officials agreed that telecasting needs bettering, but said this would be done in successive showings of other "Big Ten" games this season.

Remaining Four

The remaining four games will feature the University of Illinois. Originally, Northwestern University had agreed to allow B. and K. to televise its games, but withdrew from the agreement because it felt TV showings would hurt its gate receipts. Therefore, meetings between Big Ten and B. and K. officials resulted in using the University of Illinois as a TV test case in the Chicago area and the University of Michigan as a test case in the Detroit area.

In Albany, N. Y., large-screen televising of the Notre Dame-North Carolina football game Saturday drew better than average business to Fabian's Palace, but the crowd did not measure up to expectations. Warm weather, the earliness of the football season, and the broadcast of the Brooklyn-Philadelphia baseball game are believed to have been adverse factors.

The audience generally was satisfied. Some readmission requests, however, were made by people who wished to see a screen show.

An 18- by 24-foot screen televised a clear picture, although it was not perfect.

Taken from WRGB at Schenectady, by Aerial, an RCA crew of four handled. N. L. Halpern, Fabian consultant on television, was in the theatre to observe.

A complete screen show was presented before the televised game, which meant some persons were in th House about six hours. There was no advance in admission prices. The Palace, seating 3,700, is the first Upstate New York theatre to have large-screen television. Film men present believed that larger audiences would be attracted later.

Votes for COMPO

(*Continued from page 1*)

for a longer period. Myers observed that he believed some other COMPO member organizations are in the same position.

In the effort to reduce the volume of competitive bidding, the board authorized Myers to confer with defendant companies in the government's New York anti-trust suit and with the Department of Justice to obtain clarification by the Statutory Court of Section No. 2, Paragraph No. 8, to ascertain whether the phrase "or others" requires independent exhibitors to bid against each other.

Allied Stand

Allied believes it does not and will seek the co-operation of a defendant company or the government in asking the court to strike out the phrase "or others," which Allied says is now being interpreted by some distributors as requiring competitive bidding in situations where only independents are involved. Allied believes the Court intended competitive bidding to be used only where independents are competing for a picture with affiliated circuits.

Board Appointments

The board appointed H. A. Cole, Nathan Yamins, Sidney Samuelson, Ray Branch and Jack Kirsch a committee to advise Myers on the matter. It was indicated that if companies who are parties to the suit and thus could ask the Court for the clarification refused to cooperate with Allied, and the Justice Department likewise declined, damage suits by exhibitors might result. The suits presumably would be based on charges that the exhibitor complainants were improperly required to bid under the disputed paragraph, and that a clarification might thus be obtained.

The Allied board meetings otherwise were confined to internal organization affairs and convention planning.

CBS Color

(*Continued from page 1*)

days to digest the industry's replies.

The Commission in its Sept. 1 color decision said if the manufacturers agreed to put in bracket standards and prevent set obsolescence, it would put off a color decision until December or later. But if they rejected the bracket standard plan, it would authorize CBS color at once.

Industry sources said that although most of the set makers hedged their answers or made excuses, they did not see how the Commission had any out from going ahead with its threat and approving CBS.

CBS Problems

Should the Commission do this, CBS would still have problems. It is not itself a set maker, and there is a great question whether the other manufacturers would rush to put CBS color receivers in their sets. Long legal fights might also develop over the question.

Two of the strongest attacks received by the FCC over the weekend against the bracket standard plan came from Zenith and Philco. Zenith warned that the FCC's decision might require new set buyers to pay $200,000,000 a year for equipment "which may never be used." It said the new standards could not be installed before May 1 at the earliest.

M-G-M presents The Champagne of TECHNICOLOR Musicals!

KATHRYN GRAYSON · MARIO LANZA · DAVID NIVEN · "TOAST OF NEW ORLEANS" · with J. Carrol Naish · James Mitchell · Richard Hageman · Clinton Sundberg Color by TECHNICOLOR · Written by Sy Gomberg and George Wells · Directed by NORMAN TAUROG · Produced by JOE PASTERNAK · A Metro-Goldwyn-Mayer Picture

The Next Big M-G-M Musical Hit to Follow "Annie Get Your Gun," "Three Little Words," "Duchess of Idaho" and "Summer Stock"!

"THE TOAST OF NEW ORLEANS"

FIRST OPENINGS BIG!

Philadelphia tops "Three Little Words"! Held over!

New York Opening Second Highest in a Year!

Held over in New Orleans!

More box-office music every day!

Watch!

Mario Lanza on the way to big-time stardom is a brawny riverman who loves a society singer, played by gorgeous song-bird Kathryn Grayson.

COMPO Gets First Film Union Dispute

First union grievance to be put before the Council of Motion Picture Organizations came yesterday with the delivery of a complaint against RKO Radio's discharge of an employee. The complaint, issued by Screen Employes Guild and citing Paul Kellogg as the discharged worker, was addressed to Ned E. Depinet, COMPO president.

Depinet's action on the complaint is expected to establish whether COMPO will recognize industry labor-management relations as coming within COMPO's orbit of activity.

Mayer Indicates

(*Continued from page 1*)

cially and otherwise, but I do know that Allied members won't let us down," Mayer said, glancing away from his prepared speech.

Asked later which circuits he had reference to, Mayer declined to name them but did emphasize that he did not have reference to all large circuits, naming a number that already have pledged their support. At the time he made his speech, the Allied Board already had voted to extend the organization's membership in COMPO for another year.

On the dias, reading from his prepared speech, Mayer declared that the motion picture industry is threatened both by its enemies without and its own internal dissensions. He urged the convention to give COMPO an enthusiastic and cooperative trial, "to see once and for all if it is possible to achieve unity in this faction-ridden industry and if it is possible, what COMPO can accomplish for all of us."

Mayer warned the convention, however, against expecting miracles. "We are not supermen," he said, "and you must not expect miracles. There will be many things that we will fail to do because we lack the skill or manpower, but none because we lack the zeal or the ambition to serve you as well as every other branch of the industry."

Mayer dwelt at length on the present inadequacies of the industry's public relations. Citing instances to show that sometimes neither the press or public has a high regard for the industry, he said:

"Although we are the all-time experts in selling our product, we are the all-time low in selling ourselves. We can make our stars beloved and ourselves disliked in every corner of the world. We are specialists in publicity and amateurs in public relations.

"No industry can prosper if it deliberately destroys the public's faith in its skill or its solvency. In the past four years our weekly admissions have declined almost 25 per cent; over a period of 15 years our share of the money spent on amusements by the American public has fallen off 37 per cent. During this time the racetracks alone increased their percentage of the amusement dollar by 950 per cent. In the last few years television has been transformed from a faint disturbance on the distant ether to 7,000,000 screens firmly planted in the homes of America.

"It is high time that we ceased to devote all of our attention to quarelling about how the gross should be divided between use, and paid more attention to increasing that gross."

Mayer emphasized that COMPO, composed of the 10 leading organizations in the business, is the first single organization competent to speak for the entire industry in areas where all factions' interests are alike.

Mayer made it plain, however, that COMPO does not supplant any existing organizations and that it has nothing to do with such issues as trade practices, for example.

Mayer said that he had not yet received an invitation to address the Theater Owners of America convention in Houston, beginning Oct. 31. He said that Ned Depinet, COMPO president, and himself would meet on Wednesday in New York with Gael Sullivan, executive director of TOA, to discuss many problems.

Allied To War On TV Slurs

(*Continued from page 1*)

of Eastern Pennsylvania, and will be acted upon tomorrow after a report on cooperatives is presented by Stanley Kane of North Central Allied, Minneapolis.

Wilbur Snaper, president of New Jersey Allied, spearheaded the attack on television ridicule of theatres and motion pictures, making specific reference to the recent Dean Martin and Jerry Lewis show, for which the comic team voiced its regret.

Snaper also discussed television competition with theatres, citing his experience in booking Hopalong Cassidy films that drew well at first but subsequently did poor business at the box office. The lesson to be drawn, he told the convention, is that a theatre cannot sell what is being given away on television.

Snaper recommended television as an advertising-publicity medium of value to motion pictures and the theatre, asserting that Columbia's recent TV campaign on "711 Ocean Drive" demonstrated its possibilities effectively. He reported that Bob Hope's Wednesday night Chesterfield show will include a plug for motion pictures and, reading the script to be used, Snaper said: "That will do us some good." He urged also that motion picture personalities appearing on television should use the opportunity to help sell films.

It was pointed out to the convention that radio and television reach the theatres, "lost customer" and should be used to regain them.

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, appeared before the convention in the first field selling job to be undertaken by COMPO since its recently completed formal organization. For many of the small town exhibitors present, it was the first time they had heard the aims and plans of COMPO presented in detail.

Mayer urged the delegates to give COMPO a hearty trial. He said the industry must "see once and for all if it is possible to achieve unity."

However, in departing from his prepared speech, he indicated that the support of COMPO by some larger circuits still leaves something to be desired. But he refused to name the circuits he had in mind.

Mayer warned against expecting miracles, but pledged to work diligently to serve the industry.

The convention was opened by Morris Finkel, president of Western Pennsylvania Allied, the host organization. After an address of welcome by David L. Lawrence, Mayor of Pittsburgh, Finkel turned over the gavel to Trueman T. Rembusch, national Allied president, who called upon Charles Niles of Iowa-Nebraska Allied for the keynote address, on the operation of all phases of the exhibitor's business on a basis that permits him a fair profit.

Niles called upon the convention to take action on "the exorbitant film rental demands of distributors." He urged the delegates to attack the problem from all angles.

Abe Berenson initiated the discussion of the status of equipment and supply prices. It was suggested from the floor that Allied send representatives to the Theatre Equipment and Supply Manufacturers Association in Chicago this month and, if unreasonable prices are being asked, discuss the matter with those in authority.

Berenson, however, held to the view that Allied members are the customers and TESMA should have sent representatives to this meeting to discuss the complaints. It was learned that Ray Colvin of TESMA is present and is expected to talk to the convention tomorrow. Indications are, however, that the convention will authorize the board to study the feasibility of setting up a cooperative buying organization.

First of the convention's film buying clinics will be held tomorrow for small and large towns and for city theatres.

A still incomplete registration of 388 was reported at the close of today's business session. Social activities started tonight with a night club party and will culminate with the annual banquet Wednesday night.

Cites Reasons for Ban On 'Kiss Tomorrow'

COLUMBUS, Oct. 2.—Warner's "Kiss Tomorrow Goodbye," starring James Cagney, was banned in Ohio by the division of film censorship for, among other things, "telling how to commit a crime," said Dr. Clyde Hissong, state director of education and chief film censor. Previously Dr. Hissong had declined to state reasons for the ban. The picture was banned Aug. 15.

Dr. Hissong said the picture was "non-educational and harmful in that it creates a lack of confidence in law enforcement agents." Further, he said, it is "a sordid, sadistic presentation of brutality and an extreme presentation of crime with explicit steps in commission."

New TV Firm Starts

BOSTON, Oct. 2.—Films-for-Television, Inc., has opened offices here. Charles W. Phelan, formerly with the Yankee Network of New England, is general manager.

Pittsburgh Papers on Strike; Hotels Vote

Pittsburgh, Oct. 2. — Delegates to the Allied convention here ran into a threat of a hotel strike and a newsless stay in Pittsburgh. Hotel employes will vote tonight on a wage increase offer made by hotel operators, with a strike threatened if it is refused.

Mail room and delivery [illegible]ployes of the city's newspap[illegible] are out on strike but the papers are being published regardless. The trick is to find a stand selling them.

Autry Defends TV

(*Continued from page 1*)

ing pictures for television, he told the convention, the new medium was concentrated in large metropolitan centers. No large city exhibitor was giving his motion pictures a first run and there was no reason to believe that television was small theatre competition, he said. Care is exercised in the making of his films for television to prevent their being direct competition for theatres, and his TV films carry trailers urging audiences to see his latest pictures at neighborhood theatres, Autry said.

Autry's Argument

A motion picture actor and his films should not be barred from theatres solely because he engages in television work, Autry argued. The test should be whether his pictures continue to sell theatre tickets.

"If you are to bar all actors who appear on television," he told the convention, "then you will have to find new ones somewhere else for sooner or later, they'll all be in it."

Autry said television is here and the sooner we all capitalize on it the better off we'll all be. He pointed to William Boyd's experience in television and said that if exhibitors had been exploiting "Hopalong" properly his popularity epidemic would have occurred at theatres, rather than on TV. He also cited Bob Hope and Bing Crosby's box office records as an illustration that their radio appearances had not injured the theatre.

Box Office Sales

"There are some on television now," he said, "who will one day bring money to your box offices."

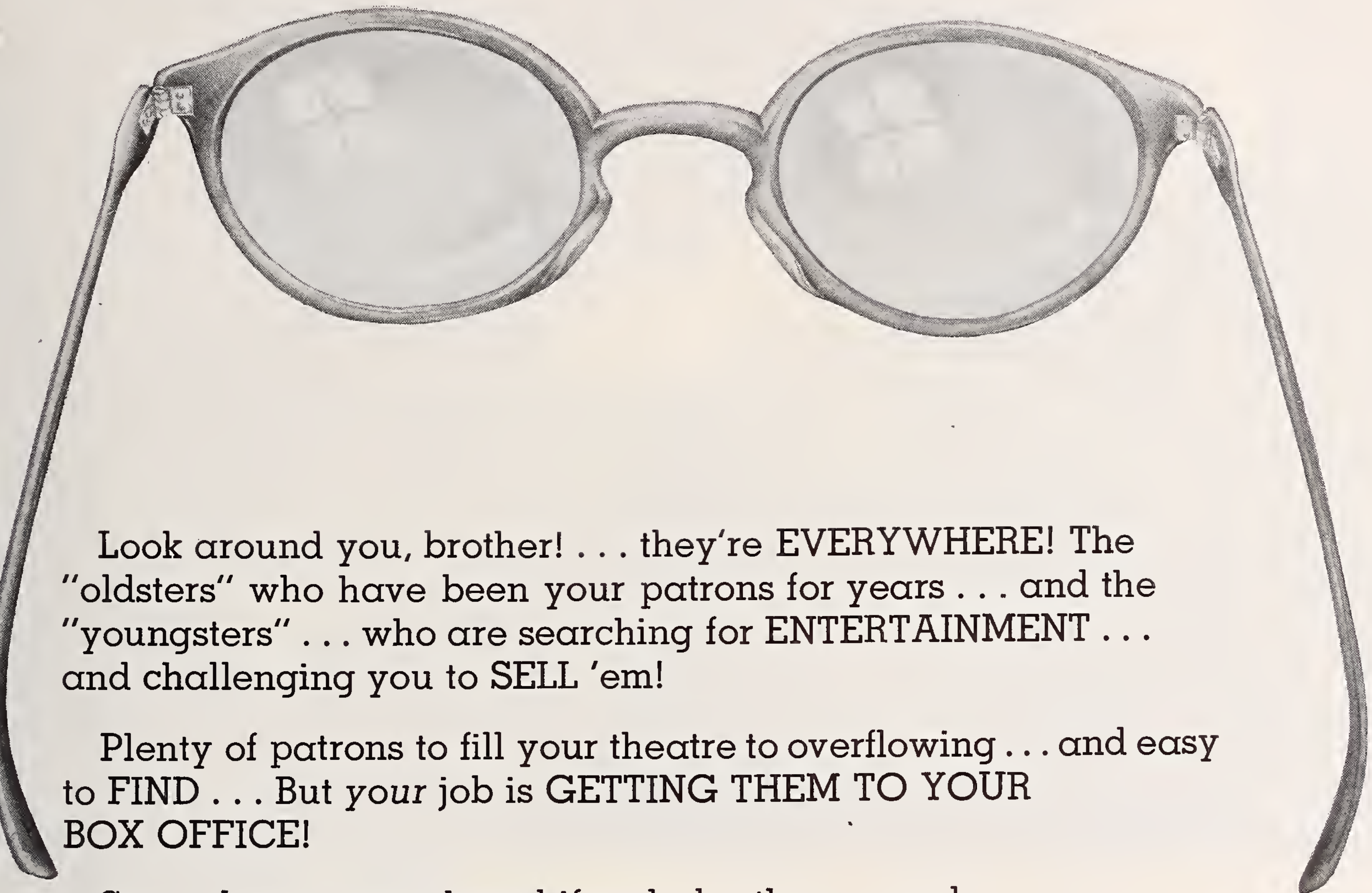
He reminded the exhibitors that none of them ever paid "too high a rental for my pictures" even after their production costs had skyrocketed. He said his first picture, "Mascot," made for Republic cost $18,000. A recent one made for Columbia cost $175,000.

Autry had been criticized by Allied units recently for his entry into the television field with some suggestions having been made that exhibitors take retaliatory action.

Sarnoff, Johnston To Pioneers Dinner

David Sarnoff, RCA chairman of the board, and Eric Johnston, president of the Motion Picture Association of America, will be among those on the dais at the Mid-Century dinner of the Motion Picture Pioneers honoring Spyros P. Skouras, president of 20th Century-Fox, as the "Pioneer of the Year." The dinner will be held Nov. 16 in the Waldorf-Astoria here.

Looking for Patrons?



Look around you, brother! . . . they're EVERYWHERE! The "oldsters" who have been your patrons for years . . . and the "youngsters" . . . who are searching for ENTERTAINMENT . . . and challenging you to SELL 'em!

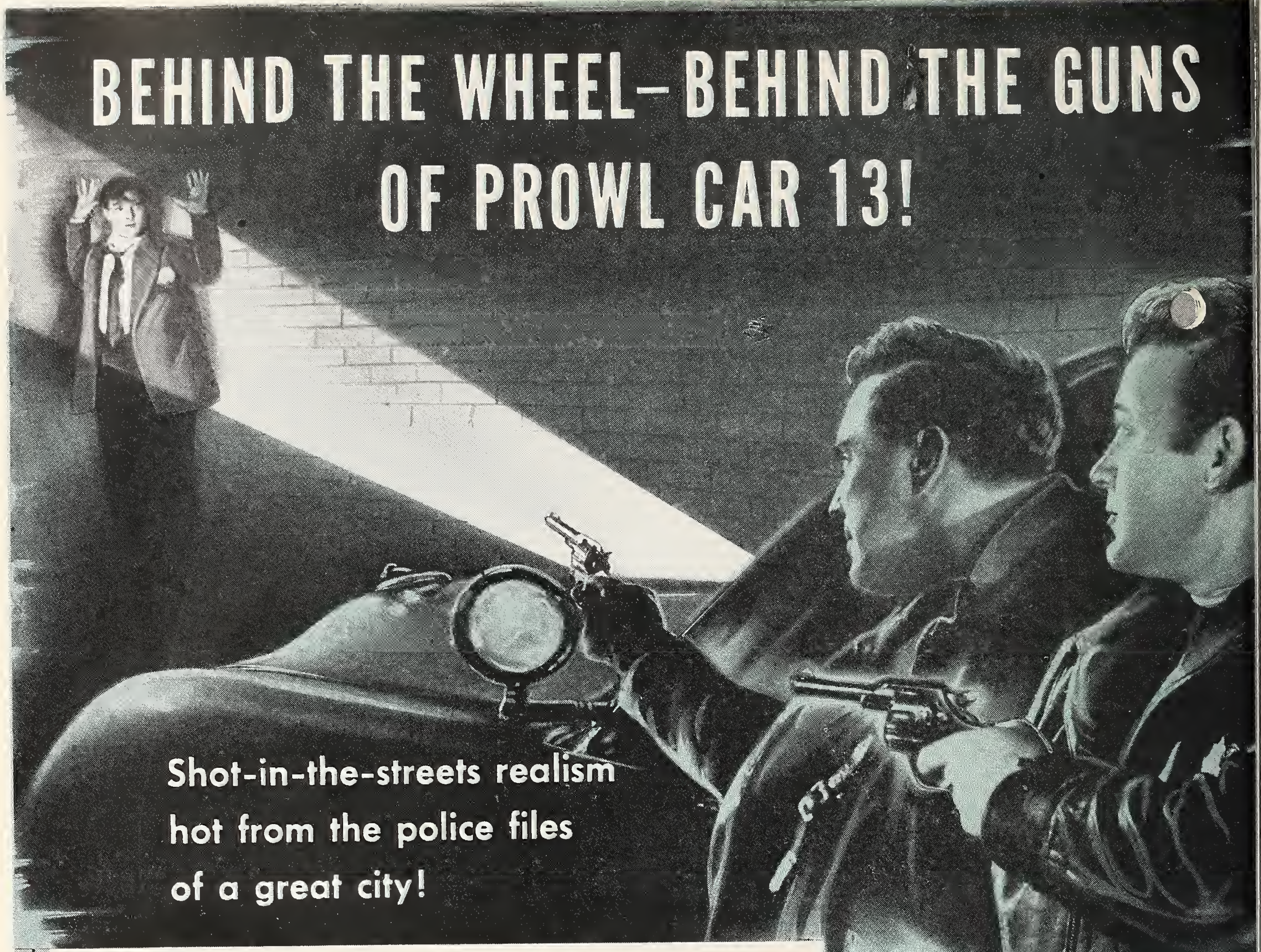
Plenty of patrons to fill your theatre to overflowing . . . and easy to FIND . . . But *your* job is GETTING THEM TO YOUR BOX OFFICE!

So . . . throw away those bifocals, brother . . . and focus some good, old-fashioned SHOWMANSHIP . . . on your SCREEN . . . in your LOBBY . . . right into your patrons' HOMES! Tell 'em about your Big Hits . . . and Tell 'em OFTEN! . . . *Get* excited . . . and *ACT* excited about your "Better Than Ever" MOVIES . . . and reach those patrons . . . whever you find them . . . with convincing, seat-selling SHOWMANSHIP . . . that will drive them to your theatre!

If you yell LOUD enough . . . and LONG enough . . . about your *wonderful* entertainment . . . you won't have to go *looking for patrons* . . . *THEY* WILL BE LOOKING FOR *YOU!*

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

BEHIND THE WHEEL—BEHIND THE GUNS OF PROWL CAR 13!



Shot-in-the-streets realism
hot from the police files
of a great city!

COLUMBIA PICTURES presents

MARK STEVENS · EDMOND O'BRIEN · GALE STORM

BETWEEN MIDNIGHT and DAWN

with

Donald Buka · Gale Robbins · Anthony Ross · Roland Winters

Screen Play by Eugene Ling · Produced by HUNT STROMBERG · Directed by GORDON DOUGLAS

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FIRST OP NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. NO. 66 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 4, 1950 TEN CENTS

ELC Files Big Suit Against Loew's, RKO

Avers Collusion Exists In the New York Market

William C. MacMillen, Jr., president of Eagle Lion Classics, yesterday filed in U. S. District Court here in behalf of ELC, a $15,000,000 triple-damage action against the Loew's and RKO circuits. The complaint alleges that the two circuits "have by their persistent collusive practices continued to virtually exclude independently-produced pictures from the New York market."

Named also as defendants, but without damage claims, are: Paramount, Warner, 20th Century-Fox, Columbia, "Big U" Exchange and United Artists.

A statement issued yesterday by the plaintiff asserted that the suit, "which

(*Continued on page* 6)

37 Productions to Come from U-I Studio During 1950

Ten pictures will start at Universal-International's Coast studios in the final three months of the year, it was announced here yesterday by U-I. This will give U-I 37 films started, completed or shooting during 1950. Four of the new films will be in Technicolor, giving the studio a total of 14 Technicolor films for the year.

First of the 10 to start will be "Abbott and Costello Meet the Invisible Man," which goes before the cameras this week with Nancy Guild and Gavin Muir supporting. Howard Christie will produce, Charles La-

(*Continued on page* 6)

Para. News Again Offers 'Free' Clips

Paramount News has re-established a service introduced during World War II, it is announced here by Oscar Morgan, short subjects and newsreel sales manager, by which theatre patrons who can identify husbands, sons or sweethearts in newsreel clips of military training camps or battle areas can obtain these clips for enlargement as still photographs.

When a theatre patron identifies or

(*Continued on page* 6)

Smith Offers Small Towns Year's Product

PITTSBURGH, Oct. 3.—A license agreement covering a full season of 20th Century-Fox product was offered to small town and outlying area exhibitors today by Andy W. Smith, 20th-Fox distribution vice-president, as he spoke before the Allied States convention here.

The contract to be offered under the new plan will carry three riders specifically protecting the exhibitor's right to cancel, giving the number of features involved and formally stating that no picture is licensed upon the condition of licensing others.

Rentals, Smith told this highly

(*Continued on page* 6)

Industry's Future Is Healthy: Seadler

A healthy future for the motion picture industry is predicted by Silas F. Seadler, M-G-M advertising manager, who told the American Legion Advertising Post here that the "so-called recession" in the industry would not exist if foreign income was what it used to be.

On the home front, Seadler cited

(*Continued on page* 7)

Allied Disinterest in Arbitration Seen

Pittsburgh, Oct. 3.—Probably indicating Allied States disinterest at this stage in any current plan for industry arbitration and conciliation, Abram Myers, board chairman and general counsel, in addressing the Allied convention here today on competitive bidding practices said:

"There is little point in arguing for conciliation and arbitration of the pin-pricks in the industry while the running sores go unhealed."

Theatre Owners of America is scheduled to discuss arbitration for the industry at its annual convention in Houston at the end of this month.

Four Openings Perk Up B'way Grosses; 'Menagerie' Strong

With four new films registering satisfactory openings during the past week and two others bowing this week, Broadway first-runs expect to see business pick up even further as the fall season gets underway.

Television and radio dealt grosses a body blow last Wednesday during the broadcasting of the Louis-Charles heavyweight fight, with many Broadway stands reporting a drop of 30 to

(*Continued on page* 7)

Independents Won Fifty % Of M-G-M's Bids: Rodgers

PITTSBURGH, Oct. 3.—Independent exhibitors won 50 per cent of the M-G-M pictures for which they bid in competition with affiliated or large circuit theatres, William F. Rodgers, vice-president and general sales manager, told the Allied States convention here today.

Rodgers said that out of 450 situations in which M-G-M conducts competitive bidding today, 200 involve affiliated or former affiliated circuit theatres in competition with independents. Of the 10,522 pictures involved in those situations, 5,396 were awarded to independents, 4,431 to the affiliates and 695 were not sold.

In 147 situations where bidding is between representative independent circuits and individual independent

(*Continued on page* 7)

Sullivan, Mayer Meet Today on Compo Quiz

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, and Gael Sullivan, executive director of Theatre Owners of America, today will hold what was described as their first "formal" conference on the questionnaire which COMPO plans to send to the nation's exhibitors in line with the all-industry organization's research activities.

Sullivan has taken exception to a number of questions included in the draft of the questionnaire, among them being one relating to religious affiliations. The TOA executive has indicated also that the exhibitor organization would object to a questionnaire that violated business privacy.

Allied Votes to Study Co-op Buying Plan

Myers Urges Action On Change in Bidding

By SHERWIN KANE

PITTSBURGH, Oct. 3. — Despite opposition from the convention floor, Allied States today approved by an overwhelming majority, a resolution directing its board to study the feasibility of establishing a cooperative organization for theatre equipment supplies, confections, and soft drinks for such Allied units that might wish to make use of it.

The second session of the three-day convention was otherwise mainly occupied with an explanation by Abram Myers, Allied chairman and general counsel, of efforts to avert competitive bidding for pictures sought only by independent ex-

(*Continued on page* 7)

Para. Sets Release For 14 Films, Six Are in Technicolor

Paramount has set release dates through April for 14 features, six of which are in Technicolor, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

The schedule is based on the production report delivered last week by Y. Frank Freeman, studio operations vice-president, at a two-day home office meeting of company division sales managers.

The schedule announced by Schwalberg follows: *October*: "Cassino to Korea," documentary compiled from combat footage shot by Allied and

(*Continued on page* 6)

Pinanski Enlists Bond Committeemen

Sam Pinanski, of Boston, national chairman of the motion picture industry's participation in an accelerated Treasury Bond Drive which will begin in November, has returned to New York from Washington where he was present at a series of conferences on the new campaign with Secretary of Treasury Snyder and other Treasury officials. Pinanski announced here yesterday that the various com-

(*Continued on page* 6)

Coming Events

Oct. 4—Allied States Association national convention, Hotel William Penn, Pittsburgh.
Oct. 5—New York Independent Theatre Owners Association luncheon and installation of officers, Hotel Astor, New York.
Oct. 5-10—Universal-International worldwide advertising - publicity meeting, U-I home office, New York.
Oct. 8-11—Theatre Equipment and Supply Manufacturers Association trade show and convention, Stevens Hotel, Chicago.
Oct. 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Oct. 13-14—Paramount regional sales meeting, Warwick Hotel, New York.
Oct. 13-14—Paramount regional sales meeting, Toronto.
Oct. 15—Florida State Theatre Owners meeting, Jacksonville.
Oct. 16-20—Society of Motion Picture and Television Engineers 68th semi-annual convention, Lake Placid Club, Lake Placid, N. Y.
Oct. 18-19—Kentucky Association of Theatre Owners convention, Brown Hotel, Louisville.
Oct. 20-22—Variety Clubs International annual mid-year conference, William Penn Hotel, Pittsburgh.
Oct. 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Oct. 27-28—Paramount regional sales meeting, Stoneleigh Hotel, Dallas.
Oct. 27-28—Paramount regional sales meeting, Winnipeg.
Oct. 30-Nov. 1—Allied Independent Theatre Owners of Wisconsin annual convention, Hotel Schroeder, Milwaukee.
Oct. 30-Nov. 2—Theatre Owners of America national convention, Shamrock Hotel, Houston.
Oct. 31—Motion Picture Theatres Association of Ontario annual convention, King Edward Hotel, Toronto.

Woodruff to Join Young and Rubicam

HOLLYWOOD, Oct. 3.—Frank Woodruff has joined the Hollywood office of Young and Rubicam, Inc., as a radio-television producer, according to an announcement made here by Walter Bunker, vice-president and manager of the radio-television department for the advertising agency's Hollywood office.

Woodruff resigned from the TV station KTTV to take his new position. He was director of Lux Radio Theatre for several seasons and directed motion pictures at Universal, RKO, Columbia and Republic.

UK Publicist Dies

LONDON, Oct. 3.—James Hutchinson, 48, industry publicist and trade paper writer, died at a London hospital from tuberculosis, contracted four years ago.

Personal Mention

CHARLES CHAPLIN, who came here for United Artists' planning conferences, is due to return to Hollywood by the weekend. MARY PICKFORD, who came here from the Coast for the same reason, is scheduled to remain in New York for at least another week.

•

CHARLES F. O'BRIEN, Loew's director of industrial relations, was wed recently to LOUISE M. BISHOP of Charlestown, W. Va.

•

ROBERT SCHWARTZ, of Eagle Lion Classics advertising department, is in Englewood Hospital, Englewood, N. J., for an appendectomy.

•

RUSSELL HOLMAN, Eastern production manager for Paramount, will leave here for Europe on Oct. 18.

•

MAX SHABASON, M-G-M Pittsburgh salesman, has been promoted to assistant branch manager.

•

Y. FRANK FREEMAN, Paramount studio operations vice-president, has left New York for the Coast.

RUSSELL DOWNING, Radio City Music Hall executive vice-president, will return to his desk today from a four-week vacation.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, spoke at the Fifth Annual Tea Convention in White Sulphur Springs, W. Va., yesterday, on "Partnership for Peace."

•

LOUIS B. MAYER, M-G-M first vice-president, will arrive here by plane from the Coast today, accompanied by HOWARD STRICKLING, head of the studio publicity department.

•

ROY BAKER, new 20th Century-Fox director, will arrive in New York next Monday on the *Mauretania*, enroute to Hollywood.

•

DAN S. TERRELL, M-G-M exploitation head, has left here by plane for Indianapolis.

•

RUBE JACKTER, Columbia assistant general sales manager, will leave New York today for Boston on business.

Complete Six, Start Seven on the Coast

HOLLYWOOD, Oct. 3.—The production tally rose to a total of 39, seven pictures having been started, while six were completed.

Started were: "The Belle of Naples" (William Szekely Productions), independent; "Go for Broke," Metro-Goldwyn-Mayer; "Father's Wild Game," Monogram; "Follow the Sun," 20th Century-Fox; "Queen for a Day" (Robert Stillman Productions), United Artists; "Up Front With Mauldin," (Universal-International; "Goodbye My Fancy," Warner.

Completed were: "Tokyo File 212" (Breakston-McGowan Productions), independent; "Bandit Queen," Lippert; "Across the Wide Missouri," Metro-Goldwyn-Mayer; "Blue Blood," Monogram; "Best of the Bad Men," RKO Radio; "Lights Out," Universal-International.

Judy Garland Freed From MGM Contract

HOLLYWOOD, Oct. 3.—Judy Garland has requested and has been granted a release from her contract as a Metro-Goldwyn-Mayer star. The decision to free the actress from her contractual obligation, according to Louis B. Mayer, was made with "reluctance and guided entirely by a desire to serve her best interests."

Davis Acquires Two

"Midnight Blonde" and "Canteen Follies," two new British films, have been acquired for distribution here by Arthur Davis Associates. "Midnight Blonde" stars Frances Day, and is based upon the French operetta, "Queen of the Moulin Rouge." "Canteen Follies" is John Baxter's.

Deny Clearance Cut, Volk Case Proceeds

MINNEAPOLIS, Oct. 3.—Motion of Volk Brothers circuit for a preliminary order to force Loew's to serve M-G-M pictures to the neighborhood Nile here on a 35-day availability were denied in Federal Court here. The case will now be heard on its merit at a date yet to be set by the court.

M-G-M has been serving the Nile in the 42-day slot, but the Volks brought the court action in an effort to bring M-G-M into line with other majors who have agreed to service the house on 35 days availability.

The court in denying the Volk order refused to concur with counsel for the Volks that granting the Nile a temporary 35-day run pending outcome of the trial "would not disrupt the system of distribution in Minneapolis at this stage of the case." David Shearer is counsel for Loew's and Benedict Deinard represents the Volks.

Services Today for Arthur (Peck) Baker

KANSAS CITY, Oct. 3.—Funeral services for Arthur F. (Peck) Baker, who died yesterday, will be held tomorrow morning at St. Mary's Catholic Church, Kansas City, Kansas. Burial will be at Highland Park cemetery.

Baker had been active in motion picture theatre owners associations and was formerly national director of the MPTOA.

Arthur Perry, Dead

CLEVELAND, Oct. 3.—Arthur Perry, well-known projectionist in this area, died over the weekend at Will Rogers Sanitorium. He is survived by the widow, and three children.

Newsreel Parade

THE war in Korea is a highlight in all current newsreels. Other items include the "Crusade for Freedom," and sports. Complete contents follow:

MOVIETONE NEWS, No. 80—Film report from Korea: Seoul liberated. News from the sport world; pigskin parade.

NEWS OF THE DAY, No. 2[illegible]—Liberation of Seoul. Film industry b[illegible] "Crusade for Freedom." Baseball, [illegible]all.

PARAMOUNT NEWS, No. 13—Baseball. "Crusade for Freedom." Gen. MacArthur in Seoul. Football.

TELENEWS DIGEST, No. 40-A—Korean news. Margaret Truman visits wounded "G.I.'s." Beauty contest.

UNIVERSAL NEWS, No. 392—Korea report. "Crusade for Freedom." Honor Ruth Hussey. Football.

WARNER PATHE NEWS, No. 118—Korean front. United States of Indonesia joins UN. Freedom Rally at Warner Brothers. Football.

69 Films on MGM's Record Schedule

HOLLYWOOD, Oct. 3.—Metro-Goldwyn-Mayer today was host at a luncheon honoring Ralph Branton, general manager, and 33 managers of Tri-State Theatres, which was attended by the studio's top executives, producers and stars.

Dore Schary, in charge of production, outlined the company's program for 1950-51, stating the studio will continue to maintain the most advanced production position in its history, with 69 feature films now in preparation or final production stages.

The program shows 42 pictures planned, 19 in various stages of editing, scoring and printing, and eight currently before cameras. All of the 42 projects scheduled for completion by August 31, 1951, it was added, have been definitely approved and assigned with screen plays either completed or in work.

20th to Light Up for 'American Guerrilla'

Twentieth Century-Fox is building a large electrical display for the world premiere of its production "American Guerrilla in the Philippines," scheduled to open at the Astor Theatre here on Nov. 7.

The theatre building will be covered from top to bottom by a title display set off by thousands of electric bulbs in a red, white and blue motif. Atop the Astor and stretching high above the roof, a special sign will carry the stars' names, while below the marquee, a series of specially-constructed panels will illustrate action highlights from the production.

Leases Utica Theatre

Herbert D. Solomon has signed a long term lease for the Lincoln Theatre, Utica, N. Y., owned by Samuel I. Orson and Dr. Henry Brown, it is announced here by Berk and Krumgold, theatre realty specialists.

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Ask Fast Formation Of COMPO Locals

The Council of Motion Picture Organizations headquarters here has sent to industry leaders in all exchange areas telegrams urging that local COMPO committees be set up within the next week or 10 days.

Plans have been set by CO[illegible]O headquarters for "in[illegible]tant work" to be handled by the local units, it was stated here.

Canada Sets Up New Film Board

Nine new members have been appointed to the National Film Board by the Canadian government, including Dr. A. W. Trueman of Fredericton, N. B., president of the University of New Brunswick; Gratien Gelinas, Montreal, actor and playwright; Charles S. Band, Toronto industrialist; Mrs. A. L. Caldwell, Saskatoon; James Stewart Keith, Victoria, B. C., publisher; A. D. Heeney, Under-Secretary of State for External Affairs; Arthur MacNamara, Deputy Minister of Labor; Charles Stein, Under-Secretary of State, and W. Arthur Irwin, Canadian government Film Commissioner, replacing Resources and Development Minister Robert Winters as board chairman, though the Minister will continue to be responsible to Parliament for the operation of the board.

Proposes Canadian Appeal Board

TORONTO, Oct. 3.—Speaking at the national convention of Provincial Moving Picture Censors at the Royal York Hotel here, chairman O. J. Silverthorne, of the Ontario Board, revealed a move for a permanent appeal board with film industry representation for the first time for requested reconsideration of decisions by the present Ontario censors. The meeting is being attended by censors from eight provinces.

Goldberg Asst. Head Of Para. Exploitation

Fred Goldberg has been named assistant exploitation manager for Paramount by national advertising-publicity-exploitation director Max E. Youngstein.

Goldberg, who has been with Paramount for more than five years, will continue his present handling of national tieups in addition to serving as assistant to exploitation manager Sid Mesibov. He was formerly trade paper and syndicate contact.

Variety Clubs Sets Three-Day Program

The program for the three-day get-together of Variety Clubs International in Pittsburgh has been announced by Marc Wolf, international chief barker, and George Eby, international dough guy and chairman of the forthcoming meeting which will get underway on Oct. 20.

The event will be highlighted on the first day with an "International Night," sponsored by the Pittsburgh Variety Tent No. 1.

Reviews

"To Please A Lady"

(Metro-Goldwyn-Mayer)

QUITE a he-man role has been provided he-man Clark Gable in "To Please a Lady." A story about midget auto racing, it churns up some blistering speed and excitement. Gable is starred as a fighting driver with Barbara Stanwyck holding up the feminine lead as a syndicated newspaper columnist who is bent on needling him. The picture climaxes in a furious 500-mile race at Indianapolis Speedway. A documentary-like style has been given these sequences with the microphone being handled by Ted Husing.

The story and screenplay, by Barre Lyndon and Marge Decker, projects the familiar romantic ingredients against the racing background. It sets Miss Stanwyck against Gable when she beholds his arrogant recklessness cause another driver's death in a race. She hounds him in her column until he is banned from the tracks. Gable eventually begins a comeback, starting as a daredevil driver. Somewhere along the way the hostility between Gable and Miss Stanwyck starts turning to love. Shortly thereafter, Miss Stanwyck finds herself in a similar predicament to that of Gable's. A man she had belabored in her column for shady business practices commits suicide. Thus the bond of understanding between them is deepened. Gable gets the chance to really prove his mettle in the furious Indianapolis race. The photography of these scenes are graphic and the direction competent. During the grueling race Gable decides to sacrifice victory and his own safety for another driver's life. After that Miss Stanwyck knows Gable's the man for her.

Adolphe Menjou, as the busy Miss Stanwyck's secretary, pops in and out of scenes. Clarence Brown handled both production and direction.

Running time, 91 minutes. General audience classification. October release.

MANDEL HERBSTMAN

"Woman on the Run"

(Universal-International)

A CONVENTIONAL melodrama, "Woman on the Run" has been endowed with an adroit quality of suspense and a brisk and fluid pace, making it attractive merchandise for its classification. Ann Sheridan, Dennis O'Keefe, Robert Keith and Ross Elliott head the cast, offering credible performances. Patrons will find this satisfying mystery and suspense.

The story opens as a man is fatally shot and tossed from a car into the lonely night. By chance, Elliott is on hand to watch the proceedings and is himself shot at unsuccessfully by the fleeing thug. When the police arrive they decide to hold Elliott as a witness, but frightened and unwilling to become involved, he slips away. It soon develops that Elliott is in mortal danger of being killed by the thug since he was the only witness to the crime. By way of slight story departure, the screenplay, by Alan Campbell and Norman Foster has a police inspector concentrate his efforts on the apprehension of Elliott. As the wife of Elliott, Miss Sheridan finds herself trailed constantly by the police. Stepping forth to aid her find her husband, who is suffering from a heart condition, is a glib-tongued newspaperman, O'Keefe. They go through a breezy series of rounds in search of the missing man. The suspense develops to a high pitch when it is discovered that O'Keefe is the real murderer and is closing in on his prey. There are some exciting moments on a violently zooming scenic railway before the killer is brought to his end. A Fidelity Picture Production, it was produced by Howard Welsch and directed by Foster.

Running time, 77 minutes. General audience classification. October release.

M. H.

Brylawski with Unit Aiding Handicapped

WASHINGTON, Oct. 3.—A. Julian Brylawski, real estate manager for Warner Brothers' Washington office, has been appointed by Admiral Ross T. McIntire, chairman of the President's Committee on National Employment of the Physically Handicapped, to head the National Committee on Awards of Merit. This committee will set up the criteria and qualifications for making awards of merit to employers best cooperating with the campaign.

Postpone Arbitration Hearing to Oct. 10

Hearing by Jay Emanuel, arbitrator, of the Bridgeport-Stratford, Conn., arbitration case scheduled for today at the American Arbitration Association office here, has been postponed to Oct. 10, due to the illness of Albert Pickus, one of the principals.

The case represents the only arbitration action of the year between distributors and exhibitors, and is aimed at resolving the pattern of clearances and availabilities in the Bridgeport-Stratford area.

New ECA Advisory Committee on Films

WASHINGTON, Oct. 3.—The Economic Cooperation Administration has appointed a new three-member advisory committee to approve films submitted for ECA convertibility guarantees.

The new committee, which has already started work, will screen a few more films for the 1950 guarantee program and then the bulk of films submitted for guarantees in 1951. Members of the new committee are: Mrs. Louise Leonard Wright, director of the Chicago Council of Foreign Relations and a member of the first film advisory committee; Dr. Paul F. Douglass, president of American University, and Col. Harry Alexander McBride, administrator of the National Gallery of Art.

Hallmark to Meet Dec. 16

HOLLYWOOD, Oct. 3.—Hallmark president Kroger Babb has arrived at Chicago from Memphis to complete plans for Hallmark's international convention to be held at the Stevens Hotel, Dec. 16-22.

M-G-M Reports On 3 Areas

Conditions in Mexico, the Far East and Australia were described here to the trade press by three M-G-M foreign representatives, in New York for home office conferences. They are Carlos Niebla, manager for Mexico; Eddie F. O'Connor, Far East director, and N. Bernard Freeman, manager for Australia and New Zealand.

Of Mexico, Niebla said business is increasing because of an industrial boom, but that Mexico City is overseated. The government also has asked fewer pictures to be made by native producers. A theatre monopoly by groups headed by William Jenkins is being opposed by a new group of former president Avilardo Rodriguez, who also controls some production.

O'Connor drew a varied picture of the Far East, noting changing governments and civil war. The latter exists in Burma, Indo-China and Malaya, where theatregoing, especially at night, is dangerous. Siam, Indonesia and Hongkong are bright spots. Business is off 30 per cent in the Philippines, he added.

Of Australia, Freeman said business is holding up because of better showmanship, theatre maintenance, and especially better product. The 16mm. field is one in which M-G-M is a pioneer, especially in its non-theatrical application in Australia's far flung construction and ranch settlements. It is very profitable, he reported.

Smakwitz Meets on Showmanship Effort

ALBANY, N. Y., Oct. 3.—A call for "Shirt-Sleeve Showmanship" week-in-week-out to build and hold attendance was sounded by Warner zone manager Charles A. Smakwitz at a meeting of Albany, Troy and Utica managers here yesterday. Smakwitz held a similar meeting in Buffalo today, when he, Western district manager Ralph Craybill, contact manager James P. Faughnan and chief film buyer Max Friedman spoke to managers of that territory.

Smakwitz announced these winners in W.B.'s "Case-Setters" competition: Best campaign on a picture in July, Jules Curley, Keeney Theatre, Elmira, for "Annie Get Your Gun"; best campaign in August, Andrew Roy, Stanley, Utica, for "Winchester '73"; best promotion campaign for a theatre in July and August, Alfred Swett, Madison Theatre, Albany.

Nassour and Henreid Will Co-produce Film

HOLLYWOOD, Oct. 3.—Edward Nassour, head of Nassour Pictures, and Paul Henreid, actor-producer, have formed an independent company to make features based on topical subjects. The new firm is called H-N Productions.

Henreid, who will be co-producer of the pictures, will star in at least one of them. The first, not yet titled, is in preparation, with Lou Moreheim assigned to write the story.

Allen Leaves Lee Net

HOLLYWOOD, Oct. 3.—Lewis Allen Weiss has announced his retirement as chairman of the board of the Don Lee Broadcasting System.

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WHAT
WE
MEAN
BY
3

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BRANCH MANAGERS' TESTIMONIAL SEPT. 3—DEC. 30

LITY
TURES
A MONTH

SEPT.

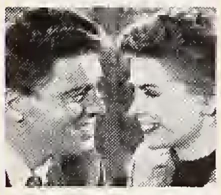
THE BLACK ROSE
TECHNICOLOR

MY BLUE HEAVEN
TECHNICOLOR

PANIC IN THE STREETS

OCT.

NO WAY OUT



MISTER 880

I'LL GET BY
TECHNICOLOR

NOV.

ALL ABOUT EVE

TWO FLAGS WEST

THE JACKPOT
Jimmie Stewart hits in this one!

DEC.

AMERICAN GUERRILLA IN THE PHILIPPINES
TECHNICOLOR

FOR HEAVEN'S SAKE
That BELVEDERE Man's Best!

HALLS OF MONTEZUMA
TECHNICOLOR

Another Trust Action This for $968,400

Los Angeles, Oct. 3.—Attorney Fred A. Weller, representing Alex M. Mounce, former owner of the Campus Theatre filed an anti-trust action against eight major distributors and Fox West Coast, seeking $968,400 damages charging that the defendants conspired to limit the Campus to last-run pictures during the period from its opening in 1939 to 1945.

ELC Files Suit

(*Continued from page* 1)

aims at correcting monopolistic distribution abuses in Metropolitan New York, represents collective damages by Eagle Lion Classics and Eagle Lion Films as distributors, as well as PRC, Eagle Lion Studios and Pathe, Inc., as producers."

The complaint alleges that neighborhood prior-runs reserved to Loew's and RKO "will not compete for motion pictures of any distributor." Instead, it is alleged, the two circuits have entered into a "non-competitive division of films in the New York Metropolitan area," putting into RKO prior runs of 20th-Fox, RKO, Warner and Universal product, and into Loew's prior runs of Loew's, Paramount, United Artists, Columbia and Universal product.

Thee plaintiff has asked the court for an injunction to restrain the defendant circuits from continuing the alleged practice, pending court action in the case.

Filing attorney was Robert L. Augenblick. William McGovern, former special assistant in the anti-trust division to former U. S. Attorney General Thurman Arnold, has been retained as the plaintiffs' counsel.

The complaint claims that Eagle Lion was "driven out" of the distribution business in consequence of the alleged practice, and that ELC will be "driven out" if the defendants "continue to deny ELC all competitive access to the prior-run market in the New York Metropolitan area."

Said MacMillen: "Since this market represents some 14 per cent of the potential U. S. motion picture income, they have, in effect, deprived the independent producer of the chance to make the profit he needs to stay in business. They have also deprived the public of the opportunity of seeing pictures which even now would be doing a great deal to keep the movies in better favor with their declining audiences."

The action, he said, "evidences Eagle Lion Classics' determination that there shall be a free market in the sale of motion pictures to insure the future of independent motion picture production and distribution. That such a free market has not existed in our industry is proven by the decision of the Supreme Court of the U. S. to force divorcement of certain theatres by large producers and distributors, and to compel them to abandon their monopolistic practices. One would have expected that in the face of such a decision the law would be respected, but such has not been the case in Metropolitan New York.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Smith Offers Year's Product

(*Continued from page* 1)

rental-conscious gathering, will be spelled out just as specifically, with stipulated rentals laid down in advance for pictures placed in three classifications. Classification one, Smith said, "will be made up in whole or in part, of percentage pictures. It is our belief," he added, "that for the kind of theatres we plan to serve under this arrangement there must be a very limited number of percentage pictures."

The situations envisaged by Smith as eligible for the full season's product deal are "far removed from the center of distribution" and the owner has "limited opportunity to visit the exchange center and make deals for pictures." Sending a salesman into such situation is a costly process for 20th-Fox, Smith admitted, adding that the system was also disadvantageous for the exhibitor.

Smith said 20th-Fox branch managers are being asked to compile lists of theatres in each area considered to be qualified for the plan. The season's deal will be entirely optional for the exhibitor, Smith said, as individual contracts for each picture are still available for those who so desire. The proposed contract will cover all product released from Sept. 1, 1950 to Aug. 31, 1951. If at the end of this test period the plan is well received, Smith said, it will be continued.

"In discussing the license agreement with our customers," Smith said, "our salesman will be in a position to state by title, and in many instances, the name of the producer and director, stars and leading players, as to each picture to be served.

"Pictures will be discussed with our customer, picture-by-picture, and an agreement mutually arrived at will be written up with a stipulated number of pictures that fall in each rental classification. These pictures will not be designated by title," Smith said.

Smith acquitted himself creditably in an open question period following his address. H. A. Cole, of Texas, reported that exhibitor fears of reprisals kept them from fully airing their grievances in the convention film buying clinics. In reply to which, Smith said: "I can't do anything about generalities but if you will bring me a specific complaint involving anyone working for us I'll guarantee you satisfaction."

Cole also said complaints had been made that film salesmen declined to leave work sheets after conferring with exhibitors on deals. Smith said he thought that could be corrected but it required study.

John Wolfberg, of Rocky Mountain Allied, admitted he was confused after asking whether 20th Century-Fox field men actually had local autonomy. Smith said they did but Wolfberg said the Denver men tell exhibitors they do not have it. He asked Smith to tell the Denver men they have it.

Jack Kirsch, of Chicago, made a plea for sales managers to attend film buying clinics and learn exhibitors' problems at first hand in order to prevent theatre closings. "A theatre should be sold film at 10 per cent or five per cent to keep it in business," he said. "A closed theatre won't do you any good."

Smith was given a surprise party by 35 exhibitors here last night on the occasion of his 35th year in the industry. He left Pittsburgh tonight for St. Louis.

Para. News

(*Continued from page* 1)

thinks he or she can identify a relative in a particular newsreel issue, a request for a special screening is forwarded to the local Paramount branch. Once the patron is able to select the specific clip containing the relative's picture, he or she receives this clip, gratis, and instructions for having it enlarged. The clips are presented after the newsreels have been played-off in the area.

Would End DST

Cleveland, Oct. 3.—Cleveland independent theatre owners will shortly launch a concerted campaign in an effort to repeal the city's daylight saving time ordinance in the November election.

37 from U-I Studio

(*Continued from page* 1)

mont will direct. Others are: "Air Cadet," starring Stephen McNally, Gail Russell and Richard Long, Joseph Pevney directing for producer Aaron Rosenberg.

'Don Renegade'

"Don Renegade," in Technicolor, with Ricardo Montalban and Cyd Charisse co-starred, Jack Gross producing and Hugo Fregonese directing; "Bonaventure," from the British play by Charlotte Hastings, starring Claudette Colbert and Ann Blyth, Michel Kraike producing and Douglas Sirk directing; "Cattle Drive," Technicolor Western to be produced by Aaron Rosenberg; "Little Egypt," Technicolor comedy, which Jack Gross will produce from the original by Oscar Brodney; "Son of Ali Baba," an Arabian Nights type of adventure story to be filmed in Technicolor, with Jack Gross producing; "Fiddler's Green," from Ernest K. Gann's novel, Aaron Rosenberg to produce; "The White Sheep," original by Whitfield Cook, Val Lewton to produce; "Iron Man," adapted from W. R. Burnett's novel, which will be produced by Aaron Rosenberg.

Pinanski Enlists

(*Continued from page* 1)

mittees from the motion picture industry which served during the recent Independence Bond Drive were being asked by him to assume the same responsibilities for the fall campaign.

Will Honor Andy Smith

A record number of exhibitors and representatives are expected to attend the testimonial luncheon being given to Andy W. Smith, 20th Century-Fox distribution vice-president, at the Hotel Astor here on Oct. 11.

Among the many exhibitors who have joined the New York Theatre Owners Committee, sponsor of the affair, are: Max A. Cohen, Frank Damis, R. V. Downing, Leonard Goldenson, Julius Joelson, Harry Kalmine, Irving Renner, Sam Rinzler, Edward Rugoff, Fred J. Schwartz, Sol Schwartz, Joseph Seider, George Skouras, Joseph Vogel, David Weinstock, William White and Israel Zatkin.

Organizing committee members include Harry Brandt, chairman; Leo Brecher, Si H. Fabian, Maury Miller and Wilbur Snaper.

Para. to Release 14

(*Continued from page* 1)

Axis photographers. "Copper Canyon," Technicolor, starring Ray Milland, Hedy Lamarr, Macdonald Carey, Mona Freeman and Harry Carey, Jr. "Dark City," Hal Wallis production, starring Lizabeth Scott, Viveca Lindfors, Dean Jagger, Don DeFore and Charlton Heston.

November: "Tripoli," William Pine-William Thomas Technicolor production, starring Maureen O'Hara, John Payne and Howard Da Silva. "Let's Dance," Technicolor musical with Betty Hutton, Fred Astaire, Roland Young and Ruth Warrick.

December: "Mr. Music," Bing Crosby, Ruth Hussey, Charles Coburn and Nancy Olson.

January: "Branded," Western filmed in Technicolor, starring Alan Ladd, Charles Bickford and Mona Freeman. "The Goldbergs," with Gertrude Berg, Philip Loeb, Eli Mintz, Larry Robinson and Arlene McQuade.

February: "September Affair," Hal Wallis film shot in Italy and starring Joan Fontaine, Joseph Cotten, Francoise Rosay and Jessica Tandy. "The Great Missouri Raid," Nat Holt Technicolor production, with Wendell Corey, Macdonald Carey, Ward Bond, Ellen Drew and Anne Revere.

March: "Quebec," Technicolor, produced by Alan LeMay in Quebec, with John Barrymore, Jr., Corinne Calvet, Patric Knowles, Barbara Rush and Nikki Duval. "The Lemon Drop Kid," starring Bob Hope, Marilyn Maxwell and Lloyd Nolan.

April: "The Redhead and the Cowboy," starring Glenn Ford, Edmond O'Brien and Rhonda Fleming.

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MGM's Policy

(*Continued from page* 1)

theatres, and where 6,251 pictures were involved, Rodgers said 3,016 pictures were awarded to the individuals and 2,716 to the circuits. There were 519 unsold.

Where two independents were bidding against each other, 94 in number, and where 3,803 pictures were involved, the division was 1,902 pictures in one instance, 1,746 in another, and 155 pictures unsold, Rodgers reported.

Competitive Bidding

He told the convention that M-G-M uses competitive bidding only where it is obliged to do so to comply with the law and that the company welcomes suggestions for alternative, legal methods of selling its pictures in such situations.

Rodgers urged the exhibitors to attend trade shows and said that if more interest were shown his company would extend the showings to a greater number of localities.

In a question period following his address, Leo Jones, of Upper Sandusky, O., endorsed Rodgers' suggestion and offered to donate his theatre and a projectionist for the trade showings in that locality. He also recommended that exhibitors meet together following a showing and discuss the exploitation possibilities of the pictures they see.

Rodgers, recently returned from a studio visit, assured the exhibitor of M-G-M's faith in the industry's future as evidenced by a huge investment in top new product. There is plenty of new talent in the pictures he saw at Cluver City, Rodgers said.

Drive-in Theatre

He stated the company has no fixed policy on availabilities for drive-in theatres but deals with every situation on a picture-by-picture and theatre-by-theatre basis.

Rodgers made no mention of any M-G-M plan for selling pictures in groups to special situations, although he had stated earlier the subject has been under study. Such a plan was announced to the convention by A. W. Smith, Jr., of 20th Century-Fox, just before Rodgers spoke.

He urged the exhibitors to talk over their problems more often with distribution representatives and refrain from resorting to inflammatory statements in their regional organizations' bulletins. Abe Berenson, of Gulf States Allied, admitting to getting "inflammatory" in a bulletin about a 37½ per cent demand for "Annie Get Your Gun" from M-G-M's New Orleans office, asked what he might have done about the complaint. Rodgers told him if Berenson had telephoned him he would have sided with the exhibitor and arranged to have the picture sold to him at 35 per cent.

Complaints from the floor that pictures are still being forced on exhibitors were answered by Rodgers thusly:

"If you can prove to me that an M-G-M man forced a picture, he stops working for us tomorrow. That goes for me, too. That is my order from the president of the company."

The other main speaker was A. W. Smith, Jr., of 20th Century-Fox.

Allied Votes on Co-op Buying

(*Continued from page* 1)

hibitors, and by a lengthy question period concerning trade practices, following addresses by A. W. Smith, Jr., 20th Century-Fox distribution vice-president, and William F. Rodgers, Loew's distribution vice-president.

With the convention two-thirds over, observers were marveling today at the almost total absence of fireworks thus far as contrasted with Allied conventions of earlier years. Some expressed the belief that with the government anti-trust suit out of the way, convention orators lack an inflammatory issue and are forced to confine themselves to ordinary topics which have to be discussed at normal temperatures and without raising their voices in any event. The convention has gone through its second day without serious libel or calumny heaped on anything.

Voices Opposition

Opposition to Allied's entrance into the cooperative equipment and supply purchasing field was voiced today by O. F. Sullivan, of Kansas-Missouri Allied, and by Ray Branch, of Michigan Allied. The latter, however, said that although he believes the subject should be studied by the board, he was opposed to the idea of Allied entering the cooperative buying field. Sullivan contended that it would entail Allied entering the equipment and supply manufacturing fields, also, if anything was to come of it and that being such a remote likelihood, no action could be expected and the board would be laid open to criticism in the end.

Co-op History

The discussion followed a report by Stanley Kane, of North Central Allied, on the history and character of cooperatives. Sidney Samuelson, of Eastern Pennsylvania Allied, defending the motion, asked whether Sullivan's opposition to cooperative would lead him to resign from his film buying combine in the Kansas-Missouri area. Samuelson also denied that the cooperative idea was counter to Allied's traditional championing of free and competitive markets and individual enterprise.

Jack Kirsch, of Illinois Allied, also asked for adoption of the motion, while stating that he was not in favor of a cooperative buying organization.

With Martin Smith, of Allied of Ohio, spelling Trueman Rembusch, Allied president, as convention chairman, Myers reported to the delegates on efforts to obtain clarification of the New York Statutory Court's decree on competitive bidding in the hope that it would result in eliminating bidding by one independent exhibitor against another, limiting the bidding to situations in which only affiliated or circuit theatres are involved.

Since Allied is not a party to the government anti-trust suit, it cannot itself ask the court for clarification. Therefore, the Allied board at its meeting last weekend directed Myers and an advisory committee to seek the cooperation of either defendant companies or the Department of Justice in approaching the Statutory Court.

Myers Reveals

Myers revealed today, however, that one general counsel of an unidentified major company already has told him that while Myers may be correct in believing the intent of section two, paragraph eight of the decree, was not to require independents to bid against each other, he could not advise his company to participate in a test on the grounds that it might subsequently make that company subject to legal actions against it.

Myers pointed out that the application could be made under the decree paragraph in which the court retains jurisdiction in the anti-trust suit for purposes which include changes and amendments to it. He has indicated that if neither the companies nor the government will cooperate, exhibitors might bring test actions on the grounds they were illegally required to bid.

Bidding Irritant

Even though Myers referred to bidding as, "one of the chief sources of dissatisfaction and irritation in the industry today," and stated that bidding has "had the effect of materially increasing film rentals," the convention retained its almost indifferent calm. There were no questions asked, no comments made from the floor in response to the customary invitation when he had finished.

The film buying clinics began today and were well attended. H. A. Cole, of Allied of Texas, one of the moderators for the small town theatre clinics, reported to the convention later that "fear of reprisals" from distributors employes had restrained discussion to some extent. It was learned that some exhibitors objected to tape-recordings being made of the clinic discussions.

The clinics were closed to the press. They were said to have consisted mainly of an exchange of film buying and booking information, similar to the work carried on by the Allied caravan, and to the airing of complaints and problems in connection with buying and booking. Numerous complaints of alleged forcing of pictures were said to have been made.

Today's social affairs included an evening reception by Warner Bros., with Major Albert Warner and Ben Kalmenson as hosts, and a luncheon for Rex Allen, Republic cowboy star, with Walter Titus and I. T. Sweeney as hosts. The convention banquet and a dance will follow the closing convention session tomorrow.

Gottleib Promoted

Sanford Gottleib has been appointed Eagle Lion Classics' Philadelphia branch manager, replacing Saul J. Krugman, resigned, it was announced by William J. Heineman, ELC sales vice-president. Gottleib was formerly Film Classics Cleveland branch manager.

'Rocky' Premiere

The Hollywood delegation attending the world premiere of Warner's "Rocky Mountain" in Colorado Springs, Colo., on Friday will visit nearby Camp Carson, the Army's mountain-climbing training center, to give a special show for soldiers on the afternoon of premiere day.

B'way Sales

(*Continued from page* 1)

40 per cent in the night's business. Theatres with stage presentations minimized the effect of the fight, available at home or at any corner "pub" on television, with the Roxy claiming "no appreciable" drop and the Music Hall taking in $7,000, against an expected $7,500.

Main-stem patrons tended to stay out of theatres only during the hour of the fight, but the neighborhoods frankly admitted that many of their seats were empty for the whole evening.

Music Hall

The Music Hall expects a strong $138,000 for its first week of "The Glass Menagerie," with Russel Markert's "Sketch Book" on stage. "Mr. 880" is doing nicely at the Roxy, with $95,000 due for its first week. Dick Haymes' orchestra and an ice revue accompany the film. Other openers are: "Toast of New Orleans" at Loew's State, with a very good $35,000 expected, and "Born to Be Bad" at the Capitol, which sees a satisfactory $49,000 in prospect. Phil Spitalny and his all-girl orchestra head the stage bill at the latter house.

"Union Station" opens today at the Paramount, where "Sleeping City" closed its second week with $48,000, down from a strong first week's $77,000. Duke Ellington's orchestra and Sarah Vaughan are on stage. "Pretty Baby" is doing well in a second and final week at the Strand, with $45,000 expected to match a similar figure for the first week; the Three Stooges top the stage bill. "The Breaking Point" will open there Friday.

'Our Very Own'

"Our Very Own" ended a 10-week stand at the Victoria yesterday with a weak $10,500. "State Secret" and "The Vatican" will open there today. "No Way Out" is only fair at the Rivoli, with $12,000 in sight for its seventh week. "Treasure Island" is still doing satisfactory business at the Mayfair, with $15,500 expected for an eighth week. "Edge of Doom" is only so-so in a ninth week at the Astor; a $12,000 gross is not causing any cheers.

"Red Shoes" continues its marathon at the Bijou, with a reliable $7,000 in sight for its 102nd week. "Madeleine" is less than moderate at the Park Avenue, where the box-office is only expected to ring up $3,500 for a sixth week. At the Globe, "Good Time Girl" ended its second and final week with a disappointing $10,500.

Says Industry

(*Continued from page* 1)

the current increase at the box-office and decried the effect of television on theatre attendance. "The villain," he said, was a postwar splurge of installment buying, which cut down on the money left for entertainment.

The industry's public relations, Seadler said, can be expected to improve through the Council of Motion Picture Organizations. He told of COMPO's protests against derogatory television shows and against unfair advertising. Communism in the industry will soon be a dead issue, Seadler said, "with political opportunists never again able to crash the press by virtue of a few subversives" in Hollywood.

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VOL. 6— NO. 67 68
NEW YORK, U. S. A., THURSDAY, OCTOBER 5, 1950
TEN CENTS

Exhibitors Force Compo To Table Quiz

'The Time Is Not Right,' TOA and Allied Contend

Following a luncheon-meeting here yesterday of top officials of the Council of Motion Picture Organizations and the Theare Owners of America, COMPO announced that plans for issuance of an exhibitor questionnaire nationally will be held in abeyance.

COMPO reported that like officials of Allied States Association, the TOA heads felt that "this was not the time" for the issuance of a questionnaire, which was intended to serve as a fact-gatherer in connection with the planned publi-

(*Continued on page* 4)

Outlook For Warner Consent Decree Described 'Good'

WASHINGTON, Oct. 4.—Justice Department officials said the outlook was now very good for an early consent decree settlement with Warner Brothers, but stoutly maintained that no agreement had been reached yet.

Further talks are slated tomorrow and Friday with both Warner Brothers and 20th Century-Fox. "We certainly have a lot less to take up with Warners than with Fox," a department spokesman declared.

He said it was "conceivable" that a settlement could be announced within the next two weeks with Warners.

No other details of the talks were available.

J. Osserman Named Lesser's UK Manager

Jack Osserman, formerly general manager for RKO Radio in Latin America, has been named to head independent producer Sol Lesser's newly-established offices in England. He will leave Hollywood on Nov. 3 for New York, and will sail from here for London on Nov. 23 aboard the *S.S. Queen Mary* after spending some time in New York.

A veteran of 35 years in the industry, Osserman is the second executive Lesser has named to head his international activities.

Schwalberg Tells Allied To 'Cancel Forced Films'

PITTSBURGH, Oct. 4. — Paramount will cancel any picture an Allied States officer can demonstrate was forced upon an exhibitor of integrity by a Paramount sales representative, A. W. Schwalberg, distribution vice-president, told the Allied convention here today.

Schwalberg also agreed to provide work sheets which salesmen will leave with exhibitors, as requested by Allied for the purpose of subtantiating exhibitor charges that a picture may have been forced. He said he thought Paramount already used work sheets but if not, "I will institute one and will send you (Allied) a copy of the letter of instructions to salesmen that will go with it."

H. A. Cole of Allied of Texas made the requests for correction of forcing after informing Schwalberg that it was the principal complaint of small exhibitors at the film buying clinics

(*Continued on page* 4)

Hold or Raise Price Scale, Kirsch Says

Pittsburgh, Oct. 4.—"Admission prices should be maintained or increased," Jack Kirsch of Illinois Allied told the national convention here today.

Experiences with changing prices brought out at the convention film buying clinic showed that reducing prices did not result in increased attendance but only in lower grosses, Kirsch said.

Para. Drive Tribute To A. W. Schwalberg

Paramount's "Golden Harvest of 1950" sales drive (Sept. 3 to Dec. 2), will be followed by "Booker-Salesman's Month" (Dec. 3-30), dedicated to A. W. Schwalberg, president of Paramount Film Distributing Corp., the company reported yesterday.

For the third successive year, Monroe Goodman, executive assistant to Schwalberg, has been appointed field co-ordinator for "Booker-Salesman's Month," and 16 home office executives have been named as members of a special drive committee. They are:

(*Continued on page* 4)

Brandt-Hughes Deal At Final Juncture

The repeatedly-close to closing deal whereby the Harry Brandt-Trans-Lux interests would purchase Howard Hughes' 929,030 shares of stock in RKO Theatres, appeared to have reached another junction yesterday, in the tracks of which a deal will be close almost momentarily, or, again, side-tracked.

On the Coast, Sam Dembow—Brandt's liaison in negotiations, has been in constant discussion with the Hughes' interests.

In New York, Hughes' attorney, Tom Slack, has been conferring with the interests backing Brandt.

Yesterday, it was learned that Dembow will leave the Coast today, for New York.

Reached in Pittsburgh, yesterday, Harry Brandt, visiting that city to attend the Allied States convention, told a MOTION PICTURE DAILY reporter, that he expected that Dembow will bring back from the Coast an agreement ready to be signed by the

(*Continued on page* 4)

Independent Owners No Longer Only Ones Starting Trust Suits: Myers

Pittsburgh, Oct. 4.—"Now it's not independent exhibitors alone who start suits," was the comment of Abram F. Myers, Allied States chairman and general counsel, when informed by *Motion Picture Daily* here today of the multi-million dollar suit filed in New York by Eagle Lion Classics against the RKO and Loew's Metropolitan circuits, charging illegal cross-licensing and exclusion of product. Some $15,000,000 in triple damages are sought for ELC and affiliated companies.

Comments of other exhibitor leaders here were in the same vein. While few of those attending the Allied convention here are familiar with the New York exhibition situation, interest in the action was widespread nevertheless among convention delegates.

Allied Pledges Battle to End Film 'Forcing'

Buying Clinics Turn Up Lone Resolution

By SHERWIN KANE

PITTSBURGH, Oct. 4.—The mildest, most restrained and perhaps at the same time, the most business-like Allied States national convention in years came to a close here today with a lone resolution offered and adopted.

The resolution asked distributors to provide signed and dated work sheets, to be left with exhibitors after salesmen have offered or tentatively worked out deals.

The object of the resolution, frankly

(*Continued on page* 5)

Mochrie Promises Remedial Action On 'Forced' Films

PITTSBURGH, Oct. 4.—Immediate remedial action will be given by RKO Radio whenever an Allied States' officer brings a meritorious complaint of a picture having been forced on an exhibitor, Robert Mochrie, general sales manager, told the Allied convention here today.

Replying to complaints that exhibitors, despite home office instructions, are being required to take a picture they don't want in order to get those they do, Mochrie said: "If you're convinced the man's complaint is sincere, communicate with me and I'll give you satisfaction quick. That goes for

(*Continued on page* 6)

Allied Board Will Meet After Jan. 1

PITTSBURGH, Oct. 4.—The annual meeting of the Allied States board of directors will be held in Washington, D. C., in late January or early February, the date to be set by Abram F. Myers, board chairman and general counsel, after hotel arrangements have been made.

An election of officers will be held at the annual meeting with all indications pointing to the re-election of Trueman Rembusch as president, in line with recent Allied custom of

(*Continued on page* 4)

NEWS in Brief . . .

SUCCESSFUL bidding for RKO Radio's "Our Very Own" and "Tarzan and the Slave Girl," against the Randforce circuit's Ambassador Theatre in Brooklyn, will make the William Brandt circuit's competitive Sutter Theatre a first-run, starting Oct. 18.

●

Ten of the songs in "I'll Get By," 20th Century-Fox Technicolor musical which features hit tunes of the past 15 years, are being reissued by music publishers, with new color covers specially designed to publicize the film.

●

Buffalo, Oct. 4.—Jim Fater, who formerly covered the Syracuse territory for Columbia and now is manager of the local exchange of the same company, was given a testimonial dinner here tonight in the Hotel Syracuse.

●

Leo Pomerance, long-time organizer for the United Office and Professional Workers of America, yesterday succeeded Jack Ryan as business manager of the Screen Employes Guild (UOPWA), the Guild reported here yesterday.

●

Harry J. Martin, manager of Universal's Washington office, has been shifted to Philadelphia as branch manager, succeeding George E. Schwartz, who has resigned, W. A. Scully, sales vice-president, announced here yesterday. A successor to Martin has not been named.

Silliphant in South On 'Two Flags' Drive

Atlanta, Oct. 4.—Final preparations for the mass saturation premiere of 20th Century-Fox's "Two Flags West" will begin today with the arrival from New York of Stirling Silliphant, 20th's promotion manager, to confer with Harry Ballance, Southern division manager.

Also attending the conferences will be Tommy Read of the Fox Theatre, where the premiere will take place on Oct. 11; Paul Wilson, assistant Southern division manager, and Jimmy Gillespie, field exploiteer for the area.

Dual Premiere for 'American Guerrilla'

"American Guerrilla in the Phillippines," 20th Century-Fox Technicolor film, will have a dual world premiere Nov 7 at the Astor Theatre in New York and the Woods Theatre in Chicago. The film originally was set to open only at the Astor.

Dealing with war in the Pacific, the picture will be given major campaigns in both cities, with particular emphasis on its timeliness.

Geison on His Own

Sam Geison, motion picture publicist, has opened his own offices here.

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, and Mrs. Balaban, will leave New York today for Europe on the *S.S. Liberte*, so will George Weltner, president of Paramount International.

●

Mrs. Natalie Comden has resigned as manager of Columbia Pictures' title department in New York to marry James Shapiro of Boston. She is succeeded by Minerva Weisel, assistant manager of the department.

●

Leon Netter, Jesse L. Clark, Guy Kenimer and J. J. Deitch, Florida State Theatres executives, have returned to their headquarters in Jacksonville, after a business trip to New York.

●

Clayton S. Cornell of Rochester, has been appointed director of public relations and advertising for the Cinema Theatre, Buffalo, and the Arnett and Cinema, in Rochester.

●

Orangelo J. Ratto, manager of Loew's Palace, Washington, was married last week to Prosperina Maggiolo.

●

Bill Burke, RKO home office representative, will make Omaha his headquarters in covering his territory.

●

Archie Mahoney, owner of the Star Theatre, Ute, Ia., will join the Armed Forces on Nov. 15.

●

Ben Thau, M-G-M studio executive, is visiting New York from the Coast.

●

AL CORWIN, director of public information at the Motion Picture Association of America's New York office, is serving as a juror in Federal Court here.

●

A. D. Murphy, owner of the Ritz Theatre in Bowling Green, Fla., has left New York for Israel, where he will be an aircraft consultant to the Israeli government.

●

William B. Zoellner, head of M-G-M's short subject sales and reprints, has left here for New Haven, Boston, Albany and Buffalo.

●

William C. MacMillen, Jr., Eagle Lion Classics president, will leave here Monday for Hollywood.

●

Hal Roach, Sr., producer, is in New York from the Coast for a two-week business stay.

●

Leo F. Samuels, Walt Disney Productions executive, will leave here today for Europe on the *S.S. Liberte*.

●

Fred H. Hotchkiss, Western European regional manager for Westrex Corp., has returned to New York from a tour of his territory.

●

Jimmy Smith, manager of Martin's Phenix Drive-in, Phenix City, Ala., has been called to the Navy.

●

Charles Boasberg, RKO home office representative in New York, paid a visit to the local branch in Jacksonville, Fla.

Ten Foreign Films From Discina Here

A total of 10 foreign-language films will be given premieres in New York within the next six months, the Discina International Films Corp. announces. All are in French.

The schedule includes "Orpheus," written and directed by Jean Cocteau, and which won the Grand Prix International du Critique at the recent Venice International Film festival.

Others include "The Cheat," now at the Rialto Theatre, "Manon," also a Grand Prix winner at the Venice festival, and one tentatively titled, "Ma Pomme," starring Maurice Chevalier.

The ten French language films will be shown here.

White to Film TV Show

"Key to the Missing," radio and television program which is said to have solved 300 "missing persons" cases since its inception in 1936, is scheduled for filming as a half-hour TV show, by Paul White, president of Paul White Productions and former European general manager for Selznick.

Mayers in New Post

Arche Mayers has been named general sales manager of Films International of America, Inc., by Irvin Shapiro, president.

123 Key-City Dates For 'No Way Out'

A total of 123 early dates throughout the country have been set for "No Way Out," Darryl F. Zanuck's 20th Century-Fox production, directed by Joseph L. Mankiewicz, it was announced by the home office yesterday. Among these are the following key-city engagements, set to start within the next few weeks:

Syracuse, the Paramount; Cleveland, Hippodrome; Bridgeport, Poli; Boston, Metropolitan; Springfield, Mass., Poli; Toledo, Paramount; Columbus, Palace; Pittsburgh, Harris; St. Louis, St. Louis; Worcester, Poli; Hartford, Poli; Cincinnati, Capitol; Buffalo, Buffalo; Indianapolis, Circle.

Also, in Seattle, the Coliseum; Kansas City, three theatres, Springfield, Ill., Lincoln; Vancouver, Strand; Des Moines, D. M. and Roosevelt; Minneapolis, State; New Haven, Poli; Milwaukee, Wisconsin; Richmond, Byrd and the State; Portland, Paramount; Omaha, Paramount; Wichita, Orpheum and Boulevard; Lincoln, Lincoln; Spokane, Orpheum; Baltimore, New; Montreal, Capitol; Denver, Paramount, and Roanoke, the Grandin and Lee.

Professor Cites Zanuck

Hailing Darryl F. Zanuck's "No Way Out" as the "finest and most courageous film on inter-racial relations yet produced," Professor John Dewey yesterday presented the award of the Council of Racial Equality to the 20th Century-Fox production chief, with vice-president Al Lichtman accepting the honor in Zanuck's absence.

Tri-State Business Up 17%: Branton

Hollywood, Oct. 4.—Ralph Branton, general manager of Tri-State Theatres of Iowa, Nebraska and Illinois, visiting here from Des Moines, reports that theatre business is up 17 per cent over last year in his circuit's 56 theatres. Branton credited energetic showmanship stemming from decentralized exhi[illegible]n control with the gains [illegible]e during the year.

Branton and 21 Tri-States managers were guests of the M-G-M studio yesterday, were entertained by 20th-Fox today, and will be at Universal tomorrow and Paramount on Friday.

Montague, Blumberg Trade Film Stocks

Washington, Oct. 4.—Trading in film company stocks by their officers and directors continued light during August, the U. S. securities and Exchange Commission reports.

A. Montague sold 300 shares of Columbia common, and now holds 7,277 shares and warrants for another 10,426. Marvin H. Schenck bought 300 shares of Loew's common for himself and another 300 for his wife, their total holdings. Joseph E. McMahon bought 200 shares of Republic common and now holds 400 shares of common and 300 of $1 cumulative preferred.

N. J. Blumberg reported that in June he bought 100 shares of Universal common, and in addition holds warrants for 31,900 shares of common. Eugene F. Walsh bought 50 shares of Universal 4¼ per cent cumulative preferred, his total holdings.

The Brandt Foundation gave away 1,300 shares of Trans Lux common, dropping its holdings to 900 shares. Harry Brandt bought 1,000 shares, boosting his personal holdings to 99,118 shares, in addition to over 20,000 shares held through the foundation, Harday, Inc., Broadyork, Inc., and jointly with his wife. Jay Emanuel reported he bought 400 Trans Lux shares in June and 500 shares in July, and now holds 10,500 shares. Percy N. Furber sold 5,000 shares in three transactions, dropping his holdings to 5,320 shares.

Nov. 14 Testimonial For Trueman, Wolf

Pittsburgh, Oct. 4.—The Allied Theatre Owners of Indiana has set Nov. 14 as the date for the previously-planned industry testimonial dinner to Trueman Rembusch, president of Allied States, and Marc Wolf, chief barker of Variety Clubs International. The dinner will be held in Indianapolis.

Both men to be honored are Hoosiers. The testimonial originally had been planned for last spring but the date conflicted with previously-scheduled industry affairs.

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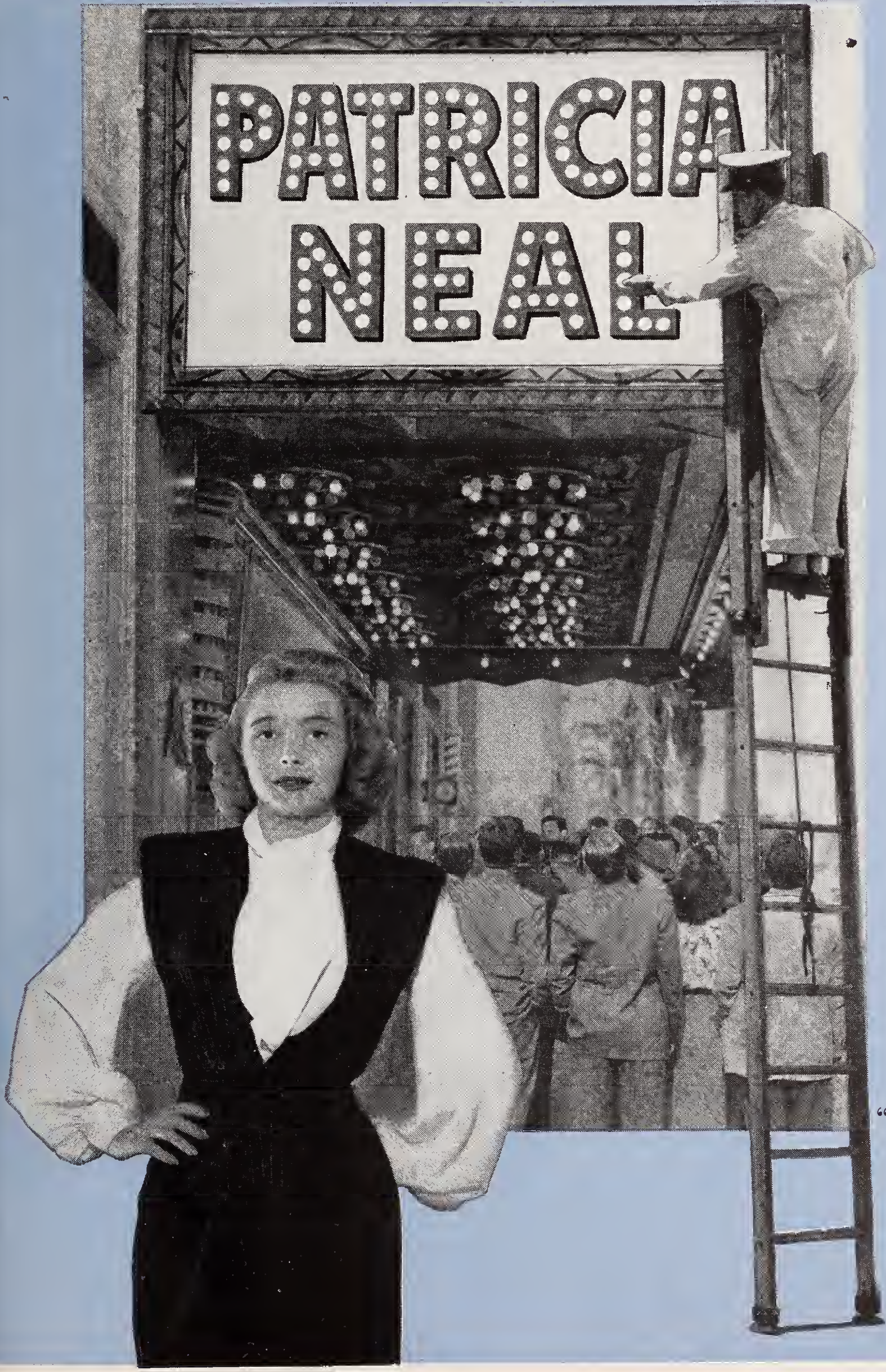

High on the Warner Bros. list of stars-on-the-rise is Patricia Neal. She is now being starred with John Garfield in "THE BREAKING POINT."

Ed Wynn on TV: 'Radio Killed' Films

Boston, Oct. 4.—Ed Wynn, appearing on a television program, sponsored by Motorola Television Corp., over the National Broadcasting Co. network tonight, eight P. M. to nine P. M., opened his show with a short skit entitled, "My Nifty Years in Show Business." In the skit, Wynn made the following statement, "Radio killed the motion pictures." This comes right after the Jerry Lewis and Dean Martin incident.

New Restrictions On US Films in Germany Feared

Alarm is being expressed in film film export quarters here over an alert from Western Germany that the organized industry of the Reich has been meeting to contrive new restrictions on the importation of American pictures.

The report was viewed as heightening the significance of the assertion on Tuesday by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, that German motion picture interests want to do business with the American industry as a unit, and now it is up to the Americans to agree among themselves as to what shall constitute a unit.

It was averred here that German government restrictions could be set up to cover the American, British and French zones, notwithstanding the fact that a peace treaty has not been signed between the Allies and the Reich. The present "quota" arrangement was made by the film industries of the U. S. and Germany.

When the Motion Picture Export Association discontinued its German operation last Jan. 1, MPEA member companies commenced independent operations in that country with the agreement to limit themselves to the shipping of 15 features each per year. SIMPP producers were to send their films to Germany without regard to a quota, since the MPEA companies' agreement with the German industry covered only their own shipments.

The Germany industry, like the industries of other European countries, is seeking to hold down the competition which American pictures represent, complaining against what they call 'over-shipping'.

Allied Board

(*Continued from page* 1)

electing presidents for two successive terms. (Final convention registration here was 434.)

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Reviews

"State Secret"

(Columbia)

DOUGLAS FAIRBANKS, JR., is back again in a dashing melodrama that happily does not fall into a stereotyped pattern. "State Secret" presents him as an American surgeon who is invited to an anonymous, dictator-controlled country to receive a medical award. What follows for Fairbanks is a nightmare of entrapment. It gives the kind of exciting entertainment that registers at the box-office.

When Fairbanks arrives in the police state he finds himself in a strange position of protective custody. After some of the confusion clears, Fairbanks learns that he is to perform an operation on the dictator himself. All this must be kept top secret, for in a land of totalitarianism, a dying leader might encourage dissident movements. Things darken when the dictator finally dies. As knowledge of the dictator's death must be kept from the people, there can be only one fate for Fairbanks—liquidation. Fairbanks manages to elude the clutches of his captors. It is at this point that the picture achieves some of its best moments as Fairbanks stumbles about police-filled streets evading his pursuers. At a theatre he meets a half-English entertainer, Glynis Johns, and persuades her to help him.

From this juncture it becomes a wild and cagey flight for the two of them, marked by danger and incident. A high dramatic point of the flight is an attempt to scale a perilous mountain top to reach a neutral land. Told in retrospect, the nightmarish tale reaches an ironic climax in which Fairbanks and Miss Johns win freedom by a happy twist of fate. Performances are good all around with Jack Hawkins playing the police head and Herbert Lom as a black marketeer who is forced into helping Fairbanks.

A Frank Launder and Sidney Gilliat production, the British-made film was written and directed by the latter and presented in association with London Films.

Running time, 97 minutes. General audience classification. October release.

MANDEL HERBSTMAN

"The Miniver Story"

(Metro-Goldwyn-Mayer)

THE adventures and tribulations of the Miniver family after V-E Day are continued in "The Miniver Story." Once again Greer Garson and Walter Pidgeon head the cast and the proceedings are endowed with warmth and conviction. Though it unfolds leisurely, it will leave many with a glow. Since the story primarily recounts the inner struggle of a woman whose ailment leaves her days on earth numbered, the picture might best be dubbed "a women's picture."

It is not long after Pidgeon, as Miss Garson's husband, returns from the war that she learns that at best she can live just one year. Keeping the news from the family she goes about her daily chores with calm and dignity. There also are many other problems. Her husband, Pigeon, an architect, wants to leave battle-scarred England as he has his eye on a post in Brazil. Meanwhile, the daughter, Cathy O'Donnell thinks she has fallen in love with a married and high-strung officer, Leo Genn. With adroitness and discretion, Miss Garson goes about liberating Miss O'Donnell from this infatuation, thus paving the way for her marriage to Richard Gale. The picture reaches emotional heights when Miss Garson finally informs Pidgeon of her sickness. The short span in which the pair spend their remaining time together is marked with touching sentiment. It is to the credit of director H. C. Potter that the film does not fall into any sticky sentimentality or darkened gloom.

Other secondary roles are handled by John Hodiak, as an American officer who had fallen in love with the charms of Miss Garson, and Henry Wilcoxon, a vicar. Sidney Franklin produced, from the screenplay by Ronald Millar and George Froeschel.

Running time, 104 minutes. General audience classification. October release.

M. H.

Carpenter Pickets Quit After 4 Years

HOLLYWOOD, Oct. 4.—Picketing of major studios by the AFL Carpenters Union, in progress for the past four years, was suspended today pending the outcome of the union's litigation instituted against the National Labor Relations Board.

Recent elections held by the NLRB gave IATSE unions jurisdiction claimed by the Carpenters, and the union is contesting the election and its results in a suit before the U. S. Supreme Court.

Schwalberg Tribute

(*Continued from page* 1)

H. L. Beecroft, Sid Blumenstock, Stanley Chase, Carl Clausen, Arthur Dunne, Martin Friedman, Goodman, G. Knox Haddow, Phil Isaacs, Fred Leroy, Sid Mesibov, Mort Nathanson, Jerry Pickman, Jack Roper, George Schur and Joseph A. Walsh.

Para.'s 'Tripoli' to Bow in Philadelphia

"Tripoli," Paramount Technicolor film, will have its world premiere at the Mastbaum Theatre, Philadelphia, on Oct. 13, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Philadelphia was specifically chosen for the premiere, Schwalberg stated, because of its historic significance as the birthplace of the Marine Corps.

Schwalberg Tells

(*Continued from page* 1)

conducted in connection with the convention here.

Addressing the convention, Schwalberg paid tribute to Allied's "sincerity" in endeavoring to settle industry problems. He said that Allied leaders recognize their responsibilities and promised continued cooperation in discussing and endeavoring to settle problems with independent exhibitors.

Mayer to Canada With Compo Story

Toronto, Oct. 4.—Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, has been booked as guest speaker at the annual convention of the Motion Picture Theatres Association of Ontario, to be held here on Oct. 31.

It will mark the first [illegible]mal discussion on COMPO before a Canadian industry audience.

Exhibitors vs. Quiz

(*Continued from page* 1)

cation of a theatre directory.

Renewed pledges of complete cooperation with COMPO were said to have been made at the meeting by TOA officers. The luncheon, held at 21 Club, was attended by Samuel Pinanski, TOA president; Gael Sullivan, executives director; Herman Levy, TOA general counsel; Ned E. Depinet, COMPO president; Arthur L. Mayer, executive vice-president, and Robert Coyne, COMPO special counsel.

Speed Organization

Both TOA and COMPO representatives agreed that efforts must be made immediately to speed the organization of COMPO committees in all exchange centers, and plans were discussed for putting this organizational work into effect, COMPO reported.

It was reported also that TOA officials advised COMPO heads that the former would begin immediately to enlist participation of TOA members in the COMPO project for periodic seminars, to be held between exhibition and production representatives. These seminars, it was stated after the meeting, will be so arranged so that the time, place and subject matter will be most helpful to industry purposes.

Brandt-Hughes Deal

(*Continued from page* 1)

Brandt-Trans-Lux interests.

Meanwhile, after many long-distance telephone conversations between the East and the West, it was indicated that while Dembow will bring back here a report of the results of his negotiations in behalf of Brandt, Slack would travel Westward with a report of his.

Slack said here yesterday that he sees no reason to believe that the deal has progressed, explaining: "There seems to be no meeting of minds."

Wiseman in Washington

Milton Wiseman, Brandt attorney, was reported yesterday to be in Washington, from New York. In this connection it was pointed out that a deal between the Brandt-Trans-Lux interests need not necessarily be held up by Securities and Exchange Commission investigation, because, it was learned public financing is no longer involved in consummation of the deal.

Harry Brandt, in Pittsburgh, yesterday, would not comment whether Kuhn, Loeb & Company is participating in financing the purchase of Hughes' stock.

Allied Winds Up Three Day Convention

(Continued from page 1)

stated by H. A. Cole of Allied of Texas, chairman of the convention's film buying clinic, is to provide exhibitors with proof in the event they charge subsequently that they were forced to take pictures they didn't want in order to obtain some they did want.

A[illegible] Schwalberg, Paramount Pic[illegible] head, agreed to the request in addressing the convention today. A. W. Smith, Jr., 20th Century-Fox sales chief, and Robert Mochrie, RKO Radio general sales manager, said they thought the request a fair one but wanted additional time to study the matter. W. F. Rodgers, M-G-M distribution vice-president, said he saw little merit in such a practice and some real obstacles to efficiency in selling.

By way of explanation, Rodgers said he is endeavoring to get M-G-M salesmen to close deals if possible on a single visit to an exhibitor. Repeated calls, he pointed out, cost money and are economically unfeasible in many situations where rentals involved ultimately might be less than the salesmen's expenses.

If a deal is not closed on a first visit, Rodgers asked, what purpose would be served in leaving a work sheet with an exhibitor who might never buy a picture?

Cole explained that the convention's film buying clinics received numerous complaints of forcing of pictures, yet sales managers say their field men have orders prohibiting the practice in compliance with the law. Cole said that without a work sheet the exhibitor has no evidence to prove that the field man disregarded the instructions of his home office.

Mochrie and Schwalberg addressed the convention today and, as Rodgers and Smith did yesterday, submitted themselves to a "question period" from the convention floor after they had concluded their talks. The four sales executives acquitted themselves with distinction, answering questions frankly and bringing to the attention of the independent exhibitors the problems on distribution's side of the fence and pointing out much that exhibitors can do, that is not being done, to improve their own business and the status of the industry as a whole.

In his report to the convention on the film buying clinics, Cole said that complaints of forcing and fear of retaliation by distributors if they complained, were the two major developments brought out at the small town clinics. He said that in addition to the steps National Allied is taking on both matters, regional organizations can do much more than they have been doing to correct the situation. The regionals have ben derelict in this respect, Cole said, and have been falling down on service to their members having such grievances.

Elmer Huhnke, secretary of Iowa-Nebraska Allied, said the clinics showed that some Allied units "need new officers."

Trueman Rembusch, Allied States president, said the clinics accomplished a constructive service and would be continued at future Allied conventions. Jack Kirsch, of Illinois Allied, recommended that general sales managers of major companies be invited to attend future clinics in order to hear at first hand the problems of the small exhibitor.

Ethel Miles, of Ohio Allied, said the clinics effectively brought to light the current plight of small theatres all over the country. "They are in dire trouble," she said.

Kirsch, moderator of a clinic for large city theatres, said that competitive bidding problems were foremost in that category. The clinic approved Allied's current efforts to have the phraseology of the court decree's bidding paragraph clarified.

It was also reported that drive-in operators at their clinic brought out that few children attend drive-ins, suggesting that the standard theatres must carry the campaign to win child patronage for the theatre. John Wolfberg, president of Rocky Mountain Allied, reported that the clinics revealed that more independent exhibitors are going after earlier runs. He also predicted that more and more drive-ins will be treated as regular theatres in the buying and selling of film.

Nathan Yamins, of New England Allied, reported evidence in the clinics of continuing efforts to obtain better clearance. Reductions of from 14 to 28 days are beneficial, he said, but less than that is ineffectual. That was his argument.

Ben Berger, of North Central Allied, closed the final business session with the only speech of the three days that bore a resemblance to the militant Allied standards of earlier years. Berger said current distribution policies discourage exhibitors from selling pictures to the pubilc. If you buy on the "slippery scale" method, he said, incentive in the exhibitor is killed because "75 per cent of everything over 30 per cent of your gross goes to the distributors."

Pictures are inadequately advertised, Berger claimed, and the exhibitor consequently spends more time "selling candy than selling the pictures." In five years, he said, "we will have a three-minute show and a two-hour intermission in which to sell candy."

Allied's annual citations for distinguished service to independent exhibitors during the past year went to Harry Brandt, Independent Theatre Owners of New York president, and Berger for the successful litigation to end the music seat tax to ASCAP, and Joe. M. Loew of Boston for his successful litigation against royalty payments on patented drive-in theatre parking ramps. The presentations were made at the annual banquet.

PARAMOUNT TRADE SHOWS
During the week starting October 9th, 1950
• • •
BING CROSBY · NANCY OLSON
CHARLES COBURN · RUTH HUSSEY
in
"MR. MUSIC"
with
ROBERT STACK · Tom Ewell · Charles Kemper
and MARGE AND GOWER CHAMPION
Guest Stars
GROUCHO MARX · DOROTHY KIRSTEN
PEGGY LEE · THE MERRY MACS
Produced by ROBERT L. WELCH • Directed by RICHARD HAYDN • Suggested by a Play by Samson Raphaelson
Written for the Screen by Arthur Sheekman • Lyrics by Johnny Burke • Music by James Van Heusen

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	PALACE THEATRE	OCT. 24	8:15 P.M.
ATLANTA	PARAMOUNT PROJ. RM., 154 Wolton St., N.W.	OCT. 23	2:00 P.M.
BOSTON	CAPITOL THEATRE, Allston	OCT. 23	8:00 P.M.
BUFFALO	PARAMOUNT THEATRE	OCT. 24	8:30 P.M.
CHARLOTTE	PARAMOUNT PROJ. RM., 305 S. Church St.	OCT. 23	10:00 A.M.
CHICAGO	PARAMOUNT PROJ. RM., 1306 S. Michigan Ave.	OCT. 23	1:30 P.M.
CINCINNATI	PALACE THEATRE	OCT. 10	10:00 P.M.
CLEVELAND	PARK THEATRE	OCT. 24	8:30 P.M.
DALLAS	PALACE THEATRE	OCT. 25	6:00 P.M.
DENVER	DENHAM THEATRE	OCT. 24	8:00 P.M.
DES MOINES	ROOSEVELT THEATRE	OCT. 25	8:00 P.M.
DETROIT	PALMS STATE THEATRE	OCT. 9	8:30 P.M.
INDIANAPOLIS	INDIANA THEATRE	OCT. 24	8:30 P.M.
JACKSONVILLE	FLORIDA THEATRE	OCT. 25	8:00 P.M.
KANSAS CITY	PARAMOUNT PROJ. RM., 1800 Wyondotte St.	OCT. 23	2:00 P.M.
LOS ANGELES	PARAMOUNT THEATRE, Hollywood	OCT. 26	8:30 P.M.
MEMPHIS	PARAMOUNT PROJ. RM., 362 So. 2nd St.	OCT. 23	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. RM., 1121 No. 8th St.	OCT. 23	2:00 P.M.
MINNEAPOLIS	RADIO CITY	OCT. 12	9:00 P.M.
NEW HAVEN	PARAMOUNT	NOV. 13	8:30 P.M.
NEW ORLEANS	SAENGER THEATRE	OCT. 13	8:30 P.M.
NEW YORK CITY	LOEW'S LEXINGTON THEA., 52nd St., N.Y.C.	OCT. 24	8:45 P.M.
OKLAHOMA CITY	CRITERION THEATRE	OCT. 30	8:00 P.M.
OMAHA	PARAMOUNT PROJ. RM., 1704 Dovenport St.	OCT. 23	1:00 P.M.
PHILADELPHIA	PARAMOUNT PROJ. RM., 248 No. 12th St.	OCT. 23	2:00 P.M.
PITTSBURGH	STANLEY THEATRE	OCT. 24	8:30 P.M.
PITTSBURGH	PARAMOUNT PROJ. RM., 1727 Blvd. of Allies	OCT. 23	2:00 P.M.
PORTLAND, ORE.	ORPHEUM THEATRE	OCT. 24	8:30 P.M.
ST. LOUIS	AMBASSADOR THEATRE	OCT. 23	8:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. RM., 270 E. 1st. So. St.	OCT. 23	1:30 P.M.
SAN FRANCISCO	PARAMOUNT THEATRE	OCT. 17	8:15 P.M.
SEATTLE	PARAMOUNT THEATRE	OCT. 23	8:45 P.M.
WASHINGTON	PARAMOUNT PROJ. RM., 306 H Street, N.W.	OCT. 23	2:00 P.M.

Martin, Lewis, Sorry, At Allied Convention

Pittsburgh, Oct. 4. — Dean Martin and Jerry Lewis, the comic team who aroused exhibitor ire nationally on their recent telecast ridiculing theatres, appeared at the Allied States convention banquet here tonight, and after entertaining for ten minutes, expressed their regrets for the telecast for which they were criticised.

"If we had thought about it more beforehand, we would not have done the show," they they said.

They were enthusiastically applauded by the exhibitor audience. Dennis Morgan was toastmaster at the banquet.

H. L. Crosby, 79, Dies After Heart Attack

HOLLYWOOD, Oct. 4.—Harry Lowe Crosby, 79, father of Bing, Bob, Larry, Everett, Ted, died this afternoon at his home in North Hollywood following a heart attack Sunday night. The deceased came to Hollywood in 1933 from his native state of Washington to set up offices for the management of Bing's activities, in which connection he was active until withdrawing recently due to failing health which kept him inactive.

Widow and two daughters, eighteen grandchildren, also survive. Funeral services will be at St. Charles Church, North Hollywood, on Saturday.

Mochrie Pledges RKO Action

(*Continued from page 1*)

all Allied officers who may receive such complaints."

Mochrie also told the convention that RKO Radio will sell on a flat rental basis to all theatres in the $200 to $300 gross class on "A" pictures.

He assured the convention which has heard much talk of exhibitor fear of "reprisals" for making complaints that RKO Radio would not tolerate retaliations in any form.

Mochrie urged the exhibitors to give new talent a chance, to refrain from refusing a picture because "it doesn't have names." The producer takes a gamble in making such pictures and, if it's a good picture the exhibitor should take a gamble, too, and help "new faces" in films. He cited the box office success of Samuel Goldwyn's "Our Very Own," with new names.

RKO Advertising

Mochrie said RKO Radio is maintaining advertising of its films, despite the fact that business recessions forced it to cut appropriations from $110,000 on pictures grossing $1,500,000 to a present average of $50,000 for cooperative advertising on an "A" picture. His company spent $400,000 on advertising and $100,000 on exploitation for Walt Disney's "Treasure Island," Mochrie said.

He told the convention that the company had sold 2,400 contracts to date on "Stromboli" and that the final wouldn't reach 3,000. By contrast, "She Wore a Yellow Ribbon" sold 16,000 contracts, he said.

Answering questions on competitive bidding, Mochrie said that in a majority of cases in which an independent bids for RKO pictures against a circuit, the independent will win. He said he doesn't like bidding, is forced to use it and has withdrawn its supervision from the field forces to a special home office department in which he believes the best possible job is being done.

O. F. Sullivan, of Kansas-Missouri Allied, had complained that after he had been asked to bid for "Treasure Island" he found that a Fox Midwest theatre in St. Louis already was advertising it for a specific opening. Mochrie replied that disclosing successful bids would result in "endless discussion and an unbearable burden on top of all we have already," and that he opposed disclosure of bids for that reason. He agreed, however, to investigate the complaint and report to Sullivan.

Answering a query concerning a published report that Disney stock was being acquired by NBC and that his films might be used on television, Mochrie said Roy Disney had told him that there had been inquiries from NBC recently concerning Disney films for television. He pointed out in reply that "Cinderella" has grossed $3,800,000 in theatres and said he remarked he didn't believe television was prepared to match that. The television executive agreed.

"I believe that answers your question," Mochrie remarked to the query posed by the delegate.

Allied Meeting Was Menaced by Strike

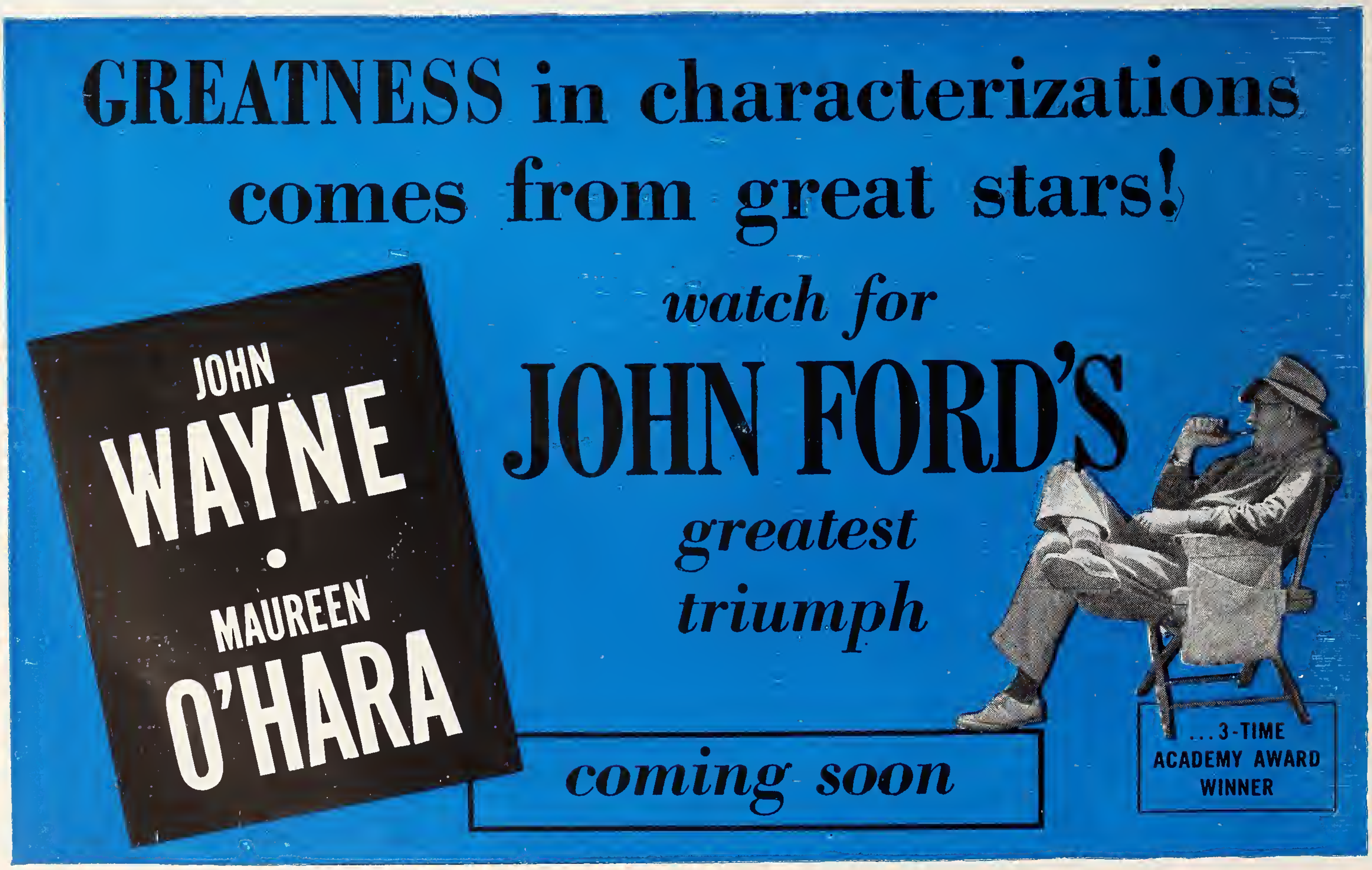
PITTSBURGH, Oct. 4.—Hotel employes in Pittsburgh have voted to accept an increased wage offer made by hotel operators early this week, thus averting a strike which would have seriously inconvenienced Allied States' national convention here and might have caused postponement of the annual convention banquet tonight.

However, the delegates have been practically without news of the outside world during their three-day convention stay because of a strike of mailroom and delivery employes of Pittsburgh newspapers. Yesterday all three Pittsburgh newspapers abandoned their efforts to continue publication because of the near-impossibility of distributing papers.

Editorial and other non-striking employes were given indefinite suspensions without pay for the duration of the strike. Allied conventioneers get an occasional out-of-town paper and share it with a score or more of readers. Aside from that, radio newscasts are the only source of information on news of the day here.

J. A. Kane Heads UA Branch in St. Louis

J. A. Kane has been promoted to the post of branch manager of United Artists' St. Louis exchange by Gradwell Sears, general sales manager. Kane, who has been with UA since 1943, both as office manager of the St. Louis office and a salesman there, replaces R. R. Thompson, who resigned.


GREATNESS in characterizations comes from great stars!
JOHN WAYNE • MAUREEN O'HARA
watch for
JOHN FORD'S
greatest triumph
coming soon
...3-TIME ACADEMY AWARD WINNER

DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 68 NEW YORK, U. S. A., FRIDAY, OCTOBER 6, 1950 TEN CENTS

Sherman-Fink Withdraw UA Finance Offer

Say Company 'Failed to Produce Working Capital'

Edward Sherman and Max Fink yesterday withdrew the $12,000,000 production financing offer which they made a month ago to United Artists, Sherman declared here last night.

Sherman said that yesterday was the deadline for acceptance of the offer. It was withdrawn, he declared, because UA failed to come up with the necessary working capital."

Asked whether their offer would be made to any other company, Sherman said he could make no statement on that. Could he furnish information relative to UA financing prospects generally? "No comment," was his reply.

U-I Worldwide Ad Meet Starts Today

Universal - International's world-wide advertising-publicity conference, the first in its history, arranged by the company to complete plans for the global launching of "Harvey," and for the interchange of showmanship ideas, will get underway at the company's home office this morning.

Sessions will continue in New York over the weekend and then activities will shift to Hollywood on Tuesday with the conference concluding there next Friday.

N. J. Blumberg, president of Uni-

(*Continued on page 5*)

TOA Meeting May Hear Atty-General

Theatre Owners of America has invited U. S. Attorney-General J. Howard McGrath to address the organization's Oct. 30-Nov. 2 Mid-Century Convention in Houston. Thus far, McGrath has expressed to TOA executive director Gael Sullivan the hope that he will be able to accept despite mounting activity in the Department of Justice.

Meanwhile, 65 booths already have been sold for the exposition which TOA will hold in the Hall of Exhibits Building adjacent to Houston's Shamrock Hotel, according to word from

(*Continued on page 6*)

30 Theatres Lined Up for 'Scheduled Performances'

Two Herald *Sections Under One Cover*

Beginning with the current issue, *Better Theatres*, established as a section of the *Motion Picture Herald* in 1923, and *Theatre Sales*, started in 1947, are being combined and will appear under their own cover. All features of both sections have been retained and the same staff, headed by George Schutz, will continue to cover the developments in theatre design, maintenance, equipment and design, and in refreshment services.

The first 30 theatres, besides New York's Roxy, to be lined up for 20th Century-Fox's new "scheduled performances" plan in conjunction with the first-run exhibition of the company's "All About Eve," were disclosed here yesterday by the home office. All agree to prohibit a patron from being seated at any time during a performance of the Darryl F. Zanuck production. The plan will be launched first at the Roxy on Oct. 13.

The 30 "scheduled performance" dates for "Eve" will be at the following houses, operated by various circuits, including some company affiliates:

Kansas City, Orpheum; Pittsburgh, the Harris; Chicago, the State-Lake; Cincinnati, the Capitol; Buffalo, Cen-

(*Continued on page 6*)

TV AND FILM JOINT CENSOR SEEN IN CANADIAN MEET

Toronto, Oct. 5.—Joint censorship of moving pictures and television on an international and inter-provincial basis loomed as a prospect in the minds of delegates to Canada's first national conference of censor boards here, according to viewpoints in a discussion spearheaded by J. J. Fitzgibbons, president of Famous Players Canadian Corp. and president of the Motion Picture Industry Council of Canada.

In an exploratory mood, the meeting felt that films and television might become one business with Fitzgibbons predicting that TV would be as dependent upon movies as radio required recordings. He believed that TV networks would become worldwide within five years. Some form of international censorship control of television, he said, would be needed.

Regarding the influence of television, Fitzgibbons referred to a survey which showed that people dropped theatre attendance after buying a TV set, but in a year's time they attended theatre shows more frequently than before the purchase.

Dr. Hugh M. Flick, a New York state government official, described tele-

(*Continued on page 6*)

Matsoukas Is Named Rogers Drive Head

Nicholas J. Matsoukas has been appointed campaign director of the Will Rogers Memorial Hospital, announced Robert J. O'Donnell, president of Variety Clubs International, and vice-president of Interstate Theatres of Dallas.

Matsoukas, on a year's leave of absence from Skouras Theatres, has already assumed his new duties. His work as campaign director will be supervised by a committee of three, Abe Montague, Columbia Pictures; Samuel Rosen, Fabian Theatres, and Chick Lewis of *Showmen's Trade Review.*

The Will Rogers Memorial Hospital, located at Saranac Lake, N. Y., is a philanthropic institution operated

(*Continued on page 6*)

US-UK Bonus Terms Are Made Public

London, Oct. 5.—Continuing the view that the new Anglo-American film monetary agreement is in effect as of Oct. 1, though still formally unsigned, the Board of Trade published the appendix to the agreement today.

The appendix contains the bonus formula under which sterling remittances to U. S. producers will be increased by the production of films here, the purchase of British films and the distribution of British films in the Western Hemisphere.

The first clause, relating to production in the U. K., is more liberal than previously understood and provides that Americans may convert into dollars a sum equivalent to 23 per cent of sterling expenditures "relating direct-

(*Continued on page 5*)

Theatre TV Cable Tax Slashed ⅔

8%, Not 25%, Is Ruling Of US in Fabian Action

Eight per cent rather than the 25 per cent imposed heretofore has been indicated as the Federal tax on theatre television use of telephone facilities in a special ruling by the Office of the U. S. Commissioner of Internal Revenue.

The ruling was received here by Samuel Rosen, Fabian Theatres vice-president and treasurer, who commented yesterday: "This ruling is of industrywide importance, and reduces a very substantial cost charge in theatre television operations to the benefit of all in the growing theatre television industry."

The ruling will affect not only the

(*Continued on page 6*)

No Hughes-Brandt Talks Here: Slack

Any possibility of an early consummation of the deal by which the Harry Brandt-Trans Lux interests would purchase Howard Hughes' controlling 25 per cent stock ownership of RKO Theatres appeared yesterday to rest solely in the negotiations conducted by Sam Dembow, Brandt's liaison, on the Coast.

No recent negotiations on the deal have taken place here, according to Thomas A. Slack, member of the RKO Radio board and general counsel of the Hughes Tool Co. He emphatically denied reports that he plans

(*Continued on page 6*)

Autry Defense Pays Off; Wins Contract

Cleveland, Oct. 5.—Indicating that Gene Autry's spirited defense of his right to make films for television while continuing to make films for theatres paid off at the Allied States convention in Pittsburgh this week, Leo Jones, Upper Sandusky exhibitor, has wired the Columbia branch to reinstate his contract for Autry's Westerns.

Jones, who attended the Allied convention, was one of the first to protest Autry's television activity and followed it by cancelling his contract for Autry pictures.

Personal Mention

GAEL SULLIVAN, executive director of the Theatre Owners of America, will leave here Sunday for Chicago.

•

Ellis Arnall, president of SIMPP and former governor of Georgia, and **Senator Brian McMahon** of Connecticut will be guests on WOR's expert-stumping session of "Information Please" on Sunday 10:30 p.m.

•

J. J. Fitzgibbons, president of Famous Players Canadian, and **Mrs. Fitzgibbons**, expect to leave Toronto about Oct. 15 for a visit to Rome in observance of the Holy Year.

•

L. E. Jones, sales manager of Neumade Products, and **R. E. Hempel**, of the sales department, will be in Chicago next week from New York to attend the TESMA convention.

•

Hamilton MacFadden, former chief of the New York office of the U. S. State Department's international motion picture division, has returned here from Europe.

•

David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America, will arrive in New York on Monday from Milwaukee.

•

Dan S. Terrell, head of M-G-M's exploitation department, is due back today from Indianapolis and Cleveland.

•

Irving Rubine, vice-president of Robert Stillman Productions, left here last night for the Coast.

'Stooges' in Three For Bernard Glasser

Hollywood, Oct. 5.—Signing of the Three Stooges to appear in features starring George O'Brien, has been announced by the newly-organized Bernard Glasser Productions. The comics have been obtained on a loan-out from Columbia where they have been appearing in comedy shorts for years. They will make three pictures for Glasser during the next 12 months, reporting on their return from Eastern personal appearances.

Meanwhile, the last 18 television shorts in the series, "Songs of America," which Glasser produced in association with W. Lee Wilder, will be released by United Artists to theatres.

Gulbransen Named to SRO Mexican Post

Fred S. Gulbransen has been appointed to take charge of the Selznick Releasing Organization office in Mexico and to act as supervisor for the Central American area, it has been announced by Victor J. Hoare, vice-president in charge of SRO foreign operations.

Review

"Tripoli"

(Paramount—Pine-Thomas) *Hollywood, Oct.* 5

PRODUCERS William H. Pine and William C. Thomas would have had to be soothsayers as well as the production wizards they are to know when they were filming this story about the U. S. Marines, that they were to bring it to market at the crest of a tidal wave of admiring interest in that heroic branch of the service. But they could not have turned out a more appropriate picture for the occasion if they had known it was coming. It is a ruggedly stirring story of the nation's campaign against the Barbary pirates, from which the Marine Corps derived "From the Halls of Montezuma to the Shores of Tripoli" as its theme song. It is presented in sparkling Technicolor which adds to the impact of its dashingly adventurous action. With John Payne, Maureen O'Hara and Howard da Sylva topping a vast cast, splendidly directed by Will Price, the picture looms as a box-office smash.

The swift script, by Winston Miller, casts Payne as a Marine assigned with Lowell Gilmore as a Naval officer to recruit a land force inside Africa and march upon the Tripolitan seaport which has been under Naval siege for six months without decisive result. His assignment takes him to the camp of Philip Reed, a dethroned king living in desert luxury, whom he promises to re-establish in exchange for the armed services of his followers. It also brings him within romantic range of Miss O'Hara, an impoverished Frenchwoman seeking Reed's proposal of marriage, and it brings him the paid but powerful assistance of Da Silva, Greek leader of a band of mercenaries. He takes his mixed forces on a 600-mile march across the desert to the besieged city, surviving sundry hazards to arrive at the appointed place of rendezvous with the ships of the fleet, and discovers his supposed ally, Reed, has double-crossed him and set up a trap designed to destroy the attacking forces. The rousingly dramatic final episode follows.

The picture is swift, handsome, stirring, and an altogether enjoyable theatre experience for any and all kinds of audiences.

Others in the cast are: Grant Withers, Connie Gilchrist, Alan Napier, Alberto Morin, Emil Hanna, Grandon Rhodes, Frank Fenton, Rosa Turich, Ray Hyke, Walter Reed, Paul Livermore, Gregg Barton, Don Summers, Jack Pennick and Ewing Mitchell.

Running time, 95 minutes. General audience classification. Release date, note set.

William R. Weaver

New Kramer Corp. Formed for 'Cyrano'

Articles of incorporation for Stanley Kramer Distributing Corp. were filed in California yesterday. The following are officers of the new company, formed to handle roadshow engagements of "Cyrano de Bergerac": George Schaefer, president; Stanley Kramer, chairman of the board; George Glass, executive vice-president; Carl Foreman, treasurer; Samuel Zagon, secretary, and Myer P. Beck, vice-president and assistant secretary.

Ferrer to Promote 'Cyrano' Openings

Jose Ferrer, star of Stanley Kramer's "Cyrano de Bergerac" will spend the next two months in New York, Los Angeles and Puerto Rico, promoting the picture.

The film will have its world premiere in Puerto Rico at the University Theatre on Nov. 12. It opens in New York at the Bijou on Nov. 16, and in Los Angeles at the Fine Arts on Nov. 21.

Rivoli to Use 'Magic' Screen for 'Flags'

For the climactic Indian battle scenes of 20th Century-Fox's "Two Flags West," the Rivoli Theatre here will employ its giant "magic cycloramic" screen for projection of those episodes only, according to an announcement by Montague Salmon, the Rivoli's managing director.

Claims Mich. Allied Is Cool to Clinics

Detroit, Oct. 5.—Officers and directors of Allied Theatre Owners of Michigan were luke-warm to the idea of film buying clinics in advance of the recent national Allied convention at Pittsburgh, where the clinics emerged as a major interest of exhibtors in attendance, according to Joseph P. Uvick, local attorney.

Uvick charged that Michigan Allied leaders at that organization's recent annual convention prepared a report calling the buying clinics ineffective and proposing their discontinuance. Uvick asserts that the convention disregarded the report and referred a substitute report to the board for consideration.

Expressing confidence in the clinics, Uvick said he hoped the Pittsburgh experience would bring the Michigan leadership "more in accord with national" Allied.

Legion Reviews 6; Rates One as 'C'

Six additional pictures have been reviewed by the National Legion of Decency, with one, Lux Film's "Bitter Rice," receiving a "C" rating. In the "B" category were the Arthur Mayer-Edward Kingsley "Paris 1900."

In Class A-I are: 20th Century-Fox's "Farewell to Yesterday," Republic's "Redwood Forest Trail," and Universal-International's "Wyoming Mail." In Class A-II, are "The Fuller Brush Girl."

Southside Theatres File Coast Suit

Hollywood, Oct. 5. — Southside Theatres, Inc., has filed a $2,250,000 suit against Loew's, Inc., and other majors charging monopolistic practices resulting in withholding first-run product from its Manchester Theatre. The president of Southside Theatres, Inc., is Marco Wolff.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
UNION STATION
starring
WILLIAM HOLDEN
Nancy Olson
Barry Fitzgerald
in person
DUKE ELLINGTON
And His ORCHESTRA
TIMMIE ROGERS
TEDDY HALE
Extra SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

ROXY 7th Ave. 50th St.
Burt LANCASTER Dorothy McGUIRE
mister 880
20th CENTURY-FOX
DOORS OPEN 10:15 A.M.
ON STAGE
DICK HAYMES
PLUS BRILLIANT
NEW Ice REVUE!

STATE SECRET
A Columbia Picture
Extra! "THE VATICAN" Technicolor
Victoria
B'way & 46th St.
DOORS OPEN 9:45 A.M.
LATE SHOWS NIGHTLY

Jean GABIN . Isa MIRANDA
IN
The WALLS of MALAPAGA
Now Playing First Run At:
DuPont, Washington - Warner's Princess, Philadelphia - Little, Baltimore
Avon - Providence
Released by
FILMS INT'L OF AMERICA, Inc.
1501 Broadway, New York 18, N. Y.

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'Movies and You' Available in 16mm., MPAA Reports

"The Movies and You," the industry's 12 single-reel short subjects that tell the behind-the-scenes story of the making of motion pictures, are being made available for the first time for non-theatrical exhibition, the Motion Picture Association of America reports.

The series, first nine of which already have been released in theatres throughout the country, was made in cooperation with the Academy of Motion Picture Arts and Sciences.

Non-theatrical distribution in the U. S. will be handled by Films, Incorporated, United World Films, by the 16mm. divisions of RKO and Columbia, and by other non-theatrical distributors. It is expected that General Films, the Canadian Film Board, Sovereign Films and Metro-Goldwyn-Mayer will handle the series in Canada.

The 12 subjects will be rented to 16mm. film users at nominal rentals.

'Rocky Mt.' Bows in 4 Theatres Tonight

The world premiere of Warner Brothers' "Rocky Mountain," starring Errol Flynn, will take place tonight simultaneously in four theatres in Colorado Springs, before an audience of civic leaders and Hollywood visitors headed by Virginia Mayo and Colorado's Gov. Walter Johnson, climaxing a premiere-day program of special events.

The four theatres involved are the Chief, Eighth Street Drive-In, Peak and Broadmoor, with the premiere broadcast to be "Mc'd" by Tony Bartlett, whose NBC show will give it national coverage. The opening will be followed by 300 Western day-and-date showings.

RCA Petitions FCC For Color TV Stay

WASHINGTON, Oct. 5.—RCA has formally petitioned the Federal Communications Commission to postpone final approval of any color TV system until June 30, 1951, and to permit RCA to show the Commission "improvements" in its color system during the period from Dec. 5 to Jan. 5, 1951.

The petition would, if granted, commit the FCC to viewing experimental color broadcasts of all systems for the period until next June 30. The RCA petition took the view that the refusal of manufacturers to install "bracket standards" in their sets as suggested by the Commission constituted a reason for further delay in reaching a decision on color TV.

'Lights' Motions Denied

Justice Benedict D. Dineen yesterday denied in New York Supreme Court here motions for a temporary injunction to restrain the White Plains Colony and the Midtown theatres here from playing Charles Chaplin's "City Lights." Motions were filed by David Mavity, operator of the Pix, White Plains, and Westway Operating Co., operators of the Symphony here, in connection with their damage actions of $20,000 each against Harry Brandt, United Artists and others for alleged booking failures.

Brecher Retained On COMPO Board

Leo Brecher will continue as the Metropolitan Motion Picture Theatres Association's representative on the board of the Council of Motion Picture Organizations, notwithstanding his recent replacement as MMPTA president. Edward N. Rugoff succeeded Brecher to the presidency, and the latter assumed the board chairmanship of MMPTA.

MMPTA's alternate representative on the COMPO board will continue to be Oscar Doob.

Plans for Canadian Film Discussed

TORONTO, Oct. 5.—Plans for the making of a Canadian all-industry short subject, "Canada the Nation," for release by a major distributor in the United States were discussed at a conference of the Canadian Association of Motion Picture Producers at Ottawa. This was announced by Association president J. J. Chisholm of Toronto.

Taylor Mills of the Motion Picture Association of America told of the program to publicize the Dominion on the screens of other countries through the Canadian project of his organization. The conference, which studied plans for the 1951 film awards of the Canadian Association on Adult Education, Toronto, also pledged the full support of Canadian producers to the Dominion government in the event of a national emergency.

107 Video Stations Are Now on the Air

There are 107 television stations now operating in 65 U. S. cities, according to a special TV progress report released here today by the Television Broadcasters Association, Inc.

The report states that 48 cities are now being serviced by TV network facilities of which 41 are inter-connected by the Bell System TV network.

Letter to the Editor

280 Tremont Street,
Boston 16,
October 3, 1950.

DEAR EDITOR:

We of the Variety Club of New England feel that through the activity of the "Jimmy Fund," we have not only founded a great program of research that may save countless lives, but have demonstrated the value of good public relations between the motion picture industry and the public.

Through the "Jimmy Fund" Drive, your worthy paper has seen fit to give excellent coverage and publicity to the activities of this drive, which has been most helpful in making it a great success.

In behalf of the Variety Club and all theatres in New England that took part in the "Jimmy Fund" Drive, I extend my heartiest appreciation and thanks for your wonderful cooperation.

SINCERELY YOURS,
(signed) *Louis M. Gordon,*
CHIEF BARKER,
VARIETY CLUB OF NEW ENGLAND

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POWER
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the
terrific
story
the
headlines
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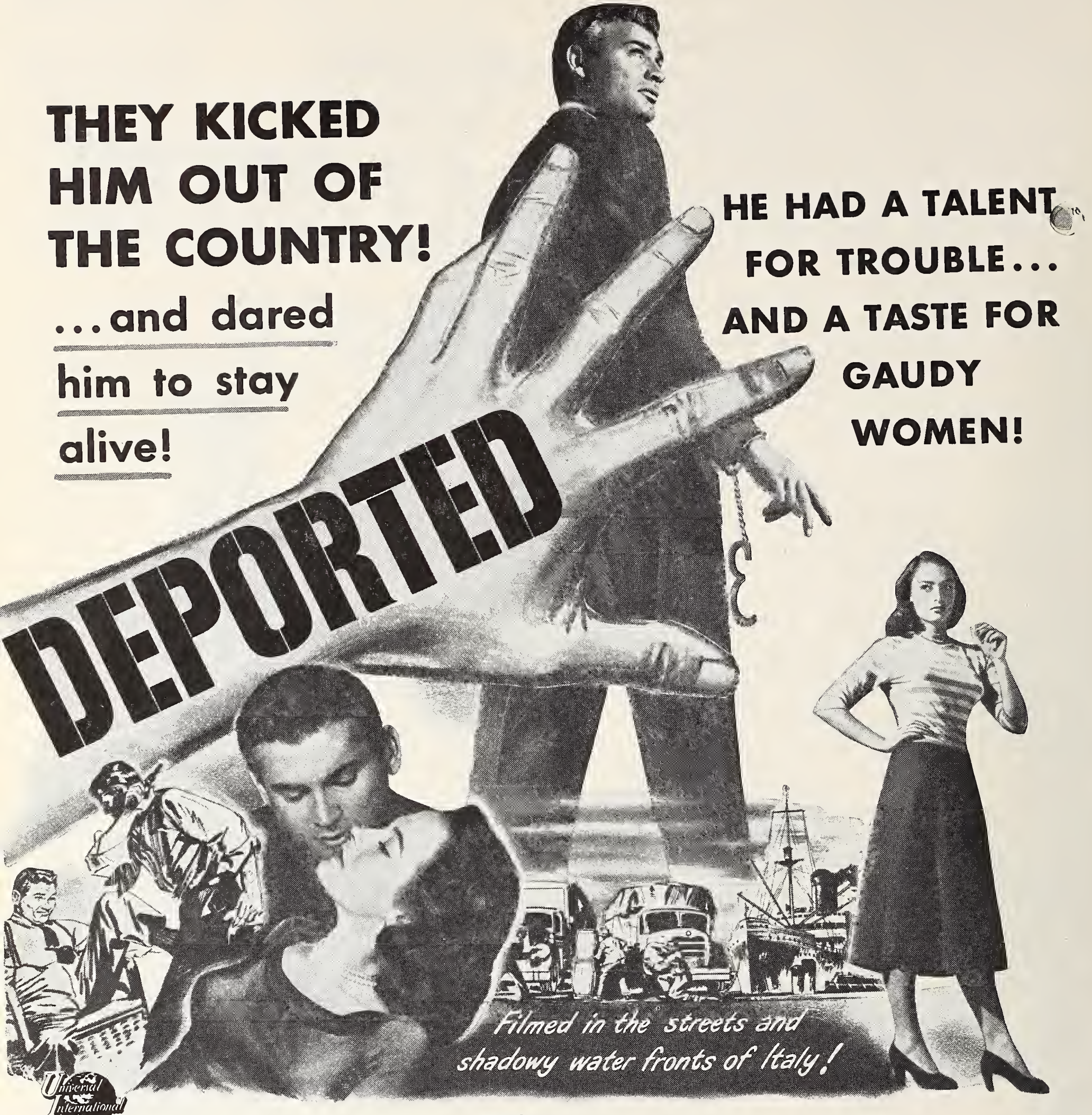
tell . . . .

THEY KICKED HIM OUT OF THE COUNTRY!

...and dared him to stay alive!

HE HAD A TALENT FOR TROUBLE... AND A TASTE FOR GAUDY WOMEN!


DEPORTED
Filmed in the streets and shadowy water fronts of Italy!

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Straight from his great triumph in "Broken Arrow"

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Screenplay by ROBERT BUCKNER · From a Story by Lionel Shapiro · Produced by ROBERT BUCKNER · A UNIVERSAL-INTERNATIONAL PICTURE

Goldwyn to Frisco Mon. to Press Case

Hollywood, Oct. 5.—Samuel Goldwyn will fly from here to San Francisco on Monday to give deposition in the $6,750,000 damage suit against Fox West Coast Theatres and eleven other defendants filed last May, charging violation of the anti-trust laws.

James A. Mulvey, president of Samuel Goldwyn Productions, Inc., will fly from New York to join Goldwyn.

TV Set Production At Peak for 8 Months

WASHINGTON, Oct. 5.—Television receiver production reached a new peak of 702,287 sets in August, bringing the industry total for eight months to 4,146,602 TV sets, the Radio-Television Manufacturers Association has reported. The industry's output through August was 1,100,000 units higher than for the entire year 1949.

Running counter to seasonal trends, both radio and TV set production during the summer, except for periods of vacation plant shutdowns, continued to climb.

September production also opened at peak levels although the report for the week ending Sept. 8 was lower than the last weeks of August due to the Labor Day holiday and other factors. RTMA estimates for the first week of September show 124,348 TV and 197,485 radios manufactured by the entire industry.

Radio set production was estimated at 1,203,447 units in August and 8,750,965 during the eight-month period. The August report, both for radio and TV, covers only four weeks, or through Aug. 25. RTMA estimates are for both members and non-members.

RTMA estimates of set sales by manufacturers also indicated that new records have been achieved.

UK Bonus Terms

(*Continued from page* 1)

ly or indirectly to film production when such payments are made in the U. K. or, if made elsewhere, are made in respect to British quota films or to films whose majority of studio scenes are made in U. K. studios."

This clause is wider than previously expected here. For example, Hollywood pictures with British-made locations or pre-production expenses met with sterling will earn their producers so much more in bonus remittances.

A special clause confirms that dollar payments for Western Hemisphere rights to British films will be counted as if made from unremittable sterling. Otherwise, the appendix follows the bonus provisions as previously reported, with purchase or distribution of British films entitling U. S. companies to dollar remittance amounting to 50 per cent of the sum expended.

The appendix outlines the method of submitting claims for remittances. Claims must be made in not less than monthly periods and final claims must be made by Dec. 29, 1951.

Publication of the complete pact still awaits completion of final agreement on terminology.

Charges Circuits Stymie Price Hike

MINNEAPOLIS, Oct. 5.—The "standpat" attitude of large circuit operators to a price rise in this territory appears to have stymied for the moment the announced intention of independents to hike admissions.

It is understood that some independents intend to bring pressure, through distributors, on Minnesota Amusement and RKO to have them take the lead in a general upward movement of ticket prices.

Chief stumbling block against a rise, according to North Central Allied, is that "the price differential between downtown and suburban runs is already too close for comfort, and in many circumstances the independent is actually charging more than downtown houses and is running pictures much later."

However, NCA tells outstate operators that now is the "most favorable" time to raise prices, if the exhibitor feels it is needed, for "the public is accepting price rises in almost every field without much grumbling."

NCA's board recently adopted a resolution calling on all exhibitors to re-examine their admission price scales in the light of increasing operating costs "with a view to a general increase in admission prices." The reason behind the resolution is clear, NCA says, pointing out that operating costs have steadily increased during the past 10 years, "and any slight advance in admissions made several years ago does not even begin to offset these increased costs."

U-I Ad Meet Starts

(*Continued from page* 1)

versal, will open the conference this morning, to be attended by U-I executives including vice-presidents W. A. Scully, Adolph Schimel, Leon Goldberg and John J. O'Connor. Alfred E. Daff, head of foreign operations, and David A. Lipton, national advertising and publicity director, will preside at the sessions both in New York and in California.

Highlight of today's activities will be a special industry luncheon at "Club 21" to be attended by industry leaders, Benjamin Cohen, assistant secretary general of the UN; Eric Johnston, president of the Motion Picture Association of America and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations. Maurice A. Bergman, U-I executive, will be toastmaster at the luncheon. Ginger Rogers will help greet the delegates at the luncheon. Ann Sheridan will be a guest at this afternoon's sessions.

This evening the ad representatives will be guests of Radio City Music Hall and tomorrow evening they will see "South Pacific." They will meet trade and daily newspaper representatives at the home office Monday morning and representatives of the foreign press in New York on Monday afternoon.

New Skelton Contract

Red Skelton has been signed to a new seven-year contract by M-G-M, permitting him to make television appearances after Oct. 1, 1951. Skelton recently completed "Watch the Birdie" for M-G-M, in which he plays three roles.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

of

SAMUEL GOLDWYN'S

presentation of

"EDGE OF DOOM"

ALBANY .... Fox Screening Room, 1052 Broadway	**Mon.**	**Oct. 16**	**8:00 P.M.**
ATLANTA .... RKO Screening Room, 195 Luckie St., N.W.	**Mon.**	**Oct. 16**	**2:30 P.M.**
BUFFALO .... Motion Pic. Oper. Scr. Rm., 498 Pearl St.	**Mon.**	**Oct. 16**	**2:00 P.M.**
CHARLOTTE .... Fox Screening Room, 308 S. Church St.	**Mon.**	**Oct. 16**	**2:00 P.M.**
CINCINNATI .... RKO Screening Room, 12 East 6th St.	**Mon.**	**Oct. 16**	**8:00 P.M.**
CLEVELAND .... Fox Screening Room, 2219 Payne Ave.	**Mon.**	**Oct. 16**	**2:30 P.M.**
DALLAS .... Paramount Screening Room, 412 S. Harwood St.	**Mon.**	**Oct. 16**	**2:30 P.M.**
DES MOINES .... Fox Screening Room, 1300 High St.	**Mon.**	**Oct. 16**	**1:00 P.M.**
DETROIT .... Blumenthals Screening Room, 2310 Cass Ave.	**Mon.**	**Oct. 16**	**2:30 P.M.**
INDIANAPOLIS .... Universal Screening Room, 517 N. Illinois St.	**Mon.**	**Oct. 16**	**1:00 P.M.**
KANSAS CITY .... Paramount Screening Room, 1800 Wyandotte St.	**Mon.**	**Oct. 16**	**2:00 P.M.**
LOS ANGELES .... RKO Screening Room, 1980 S. Vermont Ave.	**Mon.**	**Oct. 16**	**2:00 P.M.**
MEMPHIS .... Fox Screening Room, 151 Vance Ave.	**Mon.**	**Oct. 16**	**2:00 P.M.**
MILWAUKEE .... Warner Scr. Rm., 212 W. Wisconsin Ave.	**Mon.**	**Oct. 16**	**2:00 P.M.**
MINNEAPOLIS .... Fox Screening Room, 1015 Currie Ave.	**Mon.**	**Oct. 16**	**2:00 P.M.**
NEW HAVEN .... Fox Screening Room, 40 Whiting St.	**Mon.**	**Oct. 16**	**2:00 P.M.**
OKLAHOMA .... Fox Screening Room, 10 North Lee St.	**Mon.**	**Oct. 16**	**10:30 A.M.**
PHILADELPHIA .... RKO Screening Room, 250 N. 13th St.	**Mon.**	**Oct. 16**	**2:30 P.M.**
PITTSBURGH .... RKO Screening Room, 1809-13 Blvd. of Allies	**Mon.**	**Oct. 16**	**1:30 P.M.**
PORTLAND .... Star Screening Room, 925 N.W. 19th Ave.	**Mon.**	**Oct. 16**	**2:00 P.M.**
ST. LOUIS .... RKO Screening Room, 3143 Olive St.	**Tues.**	**Oct. 17**	**1:00 P.M.**
SALT LAKE CITY .... Fox Screening Room, 216 E. 1st St. South	**Mon.**	**Oct. 16**	**1:30 P.M.**
SAN FRANCISCO .... RKO Screening Room, 251 Hyde St.	**Mon.**	**Oct. 16**	**2:00 P.M.**
SEATTLE .... Jewel Box Screening Room, 2318 2nd Ave.	**Mon.**	**Oct. 16**	**2:30 P.M.**
SIOUX FALLS .... Hollywood Theatre, 212 N. Philips Ave.	**Mon.**	**Oct. 16**	**10:00 A.M.**
WASHINGTON .... Film Center Scr. Room, 932 New Jersey Ave.	**Mon.**	**Oct. 16**	**10:30 A.M.**

TV Cable Tax

(Continued from page 1)

Fabian TV operations, but also all others engaged in theatre television, it was said.

The telephone companies had been applying a 25 per cent Federal excise tax on the use of local video loops and coaxial and microwave relay facilities for theatre television. Fabian Theatres challenged the applicability of this tax to theatre television in Dec., 1949, and sought an official ruling from the Internal Revenue Bureau.

The ruling, rendered by Charles J. Valaer, deputy commissioner of Internal Revenue, stated that the correct tax to be applied was the eight per cent tax on "wire and equipment services, within the meaning of Section 3465 (a) (2) (B) of the Internal Revenue Code."

Legal support for the ruling was handled by Arthur H. Schwartz of the New York law firm of Schwartz and Frohlich, counsel to Fabian Theatres.

'Scheduled Shows'

(Continued from page 1)

tre; Charleston, Kearse; Vancouver, Strand; Rochester, Palace; Tulsa, Ritz; Indianapolis, Circle; Memphis, Paalce; Wichita, Miller and Boulevard; Atlanta, Fox; Oklahoma City, Criterion; Denver, Denver and Esquire or Webber; Syracuse, Paramount; Portland, Paramount and Oriental; Seattle, Fifth Ave.; San Francisco, Fox; Baltimore, New; Philadelphia, Fox; Detroit, Fox; Roanoke, Grandin and Lee; Richmond, Byrd and State, and Toledo, the Paramount.

Review

"Big Timber"

(Monogram) *Hollywood, Oct. 5*

IN a wholesome, outdoor tale of the timber country with plenty of appeal for all ages, Roddy McDowall gives a fine performance in the part of a young, ambitious would-be logger fulfilling his boyhood dreams and overcoming all obstacles. Lindsley Parsons produced the Warren Wilson story and director Jean Yarbrough brings forth effective performances from the cast.

McDowall goes to the logging camp as a protege of Tom Greenway, an older man whom he has known previously, and into romantic range of Jeff Donnell, a personable young woman presiding over the camp commissary. A jealous fellow-worker rigs matters so that McDowall is made to appear an incompetent bungler, and for a time it appears that he will lose his job. But he proves himself by successfully conveying an injured woodsman to a hospital in a careening truck whose brakes have been tampered with by the jealousy-motivated worker responsible for all of McDowall's troubles.

Running time, 73 minutes. General audience classification. Release date, Sept. 3.

TOA Meeting

(Continued from page 1)

Robert J. O'Donnell, general chairman of the convention.

O'Donnell said that many of the country's leading theatrical equipment and supply manufacturers, soft drink and candy concerns have taken from one to four booths apiece. Additional contracts are being negotiated he reported.

Additionally, M-G-M, Paramount, 20th Century-Fox, Warner, RKO Radio, Republic, Columbia, Universal, Lippert and Hallmark Productions have taken space in a special exhibition area which has been set aside for them. O'Donnell said several of these film producer-distributors will bring a number of their top stars to the exposition.

Matsoukas Is Named

(Continued from page 1)

and supported by the motion picture industry. Patients of the hospital are members of the industry. The sanatorium was taken over by the industry in 1936. The building and equipment represent an investment of $1,500,000. In a recent analysis it was established that out of 685 patients treated at the hospital, 502 had been restored to health and were able to return to their jobs, thus establishing a record in recovery rate.

The hospital has no endowment. Its support for funds is dependent entirely on voluntary gifts from firms and individuals of the industry. All services to patients, including room, meals, medical care, nursing and x-rays, are provided free of charge.

Hughes-Brandt

(Continued from page 1)

to go to the Coast to confer with Hughes on the deal, and said that he has held no conferences with Milton Weisman, Brandt's attorney here, since his arrival some time ago from Houston.

Slack reiterated yesterday that he knew of nothing to indicate that the deal had progressed since it bogged down some weeks ago. Weisman, who was in Washington on Wednesday, returned here yesterday but w[illegible]navailable for comment.

Slack did not deny the possibility of an agreement being reached between Hughes and the Brandt interests, but he indicated that such an agreement is decidedly problematical.

Censor Board

(Continued from page 1)

vision censorship as a baffling problem.

A decision for joint action by the censors of eight provinces against crime films was led by M. B. B. Newton, of the Manitoba board, who was the convention chairman. He said he found a tendency on the part of producers to exploit crime and brutality in increasing measure.

Crime Films

"Crime films will be dealt within a uniformly severe manner until they meet with Canadian taste and requirements," Newton announced, in reflecting the opinion of the meeting. Sex films formed a relatively minor problem, as they were regulated by the Johnston office before production got under way, he said.

GREATNESS in money pictures comes from nation-wide attention!
Watch for the new show season's big simultaneous branch city premieres!
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JOHN FORD'S
greatest triumph
coming soon
..3-TIME ACADEMY AWARD WINNER

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VOL. 68. [illegible]9 NEW YORK, U. S. A., MONDAY, OCTOBER 9, 1950 TEN CENTS

U. N.'s Fight Needs Films, Johnston Says

U. S. Pictures Cited As Messengers of Democracy

The need for conveying the ideals of democracy abroad and the special qualifications of the American motion picture for the job was stressed here Friday by Eric Johnston, president of the Motion Picture Association of America.

Johnston addressed representatives of the United Nations and industry figures at a luncheon at the "21" Club to welcome a contingent of Universal-International advertising-publicity representatives who had been brought to the U. S. from varied sections of the globe for a conference on "Harvey" and an interchange of showmanship ideas.

The conference, called by Alfred E. Daff, head of U-I foreign distribution, and David A. Lipton, national advertising-publicity director, will continue in New York and Hollywood until Oct. 13.

Johnston predicted that the U. S. will spend a large amount of money abroad in the next three years for

(*Continued on page* 3)

Depinet Drive Ends In Photo-Finish

Winners of RKO Radio's 1950 "Ned Depinet Drive," which ran for 26 weeks, were announced on Friday by Robert Mochrie, sales vice-president, who reports that, "this year's drive was one of the most successful in the company's history and was a close contest throughout."

There was a blanket finish for the capital prize winners, New Orleans, Denver, Salt Lake City and Atlanta. The prize-winning branches hail from but two districts, New Orleans, Rogers Lamantia, manager, first, and

(*Continued on page* 3)

More Time for E-L Answers to FC Suit

Eagle-Lion and its parent, Pathe Industries, on Friday were granted their third time extension for filing answers to Film Classics creditor assignee Irving Kaufman's $500,000 action in New York Supreme Court, which arose out of the failure of E-L and FC to finalize their merger into Eagle Lion Classics. The answers are due now by Oct. 16.

TESMA Meeting and Show Open; Forum Today

(Directory of TESMA Exhibit Appears on Page 4)

Chicago, Oct. 8.—The fifth joint convention and exhibit of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association will open here tomorrow at the Hotel Stevens and will run through Wednesday. The rade exhibit opened today at noon.

According to Roy Boomer, TESMA secretary-treasurer, some 125 exhibits, covering equipment needed in both conventional and outdoor theatres, are on view in the mammoth exhibition hall on the lower level of the Hotel Stevens. Approximatley 3,000 persons, including members, theatre operators and interested spectators are expected to attend.

Television and its relation to theatres will again be a major topic of discussion, with General Precision Laboratory, Pleasantville, N. Y., scheduled to give the first public presentation of its new tube-to-film large screen television system, at the open forum tomorrow.

Other topics scheduled for discussion at the forum, to be conducted from one to four P.M., are drive-in operation and organization of the theatre busniess into the national defense program. The speakers and their subjects are: Wilfred P. Smith, drive-in designer, "Showmanship in Drive-in Design and Operation."

Paul J. Larsen, consultant to Stuart Symington, chairman of the National Security Resources Board, and formerly director of the Office of Civil Defense: "The Role of the Theatre Busi-

(*Continued on page* 6)

Atlas to Buy 76,500 Shares of New RKO

Washington, Oct. 8.—Atlas Corp., New York investment trust which has large holdings in RKO, Paramount Pictures and Walt Disney Productions, has reported to the Securities and Exchange Commission that it has entered into contracts on a "when, as and if issued" basis for 76,500 shares of stock in the new RKO Pictures Corp., to be formed following divorcement of the theatre company next Jan. 1.

The price to be paid for the stock, Atlas reported, is $259,375. Atlas formerly controlled RKO but sold its 24 per cent interest to Howard Hughes two years ago.

JD Asks RKO for Progress Report

Washington, Oct. 8.—The government wants to know from RKO what progress is being made in carrying out its divorcement and divestiture.

Justice Department officials admitted that they had asked the company for a report, and that "we do want to

(*Continued on page* 3)

FCC Proposal on TV Stations Expected to Split Industry

Washington, Oct. 8.—The television industry is expected to split down the middle on a new Federal Communications Commission proposal designed to prevent any one television network from dominating programs of local television stations.

On Friday, the FCC said it proposed to amend its rules to add a new temporary rule or rules to maintain competition between networks and to make the most programs available to local stations during the period that the television freeze is holding down the number of stations.

It asked the industry to submit before Nov. 13 comments on the necessity and advisability of a rule limiting the number of hours of time which any TV station can take from any one network or requiring the stations to take at least a certain number of hours from each network.

The problem arises, the FCC explained, because on Sept. 30 there were 44 communities whose TV stations were interconnected by cable or microwave, and of these, 41 are communities where the number of stations is fewer than four—the number of TV networks (CBS, NBC, ABC and Dumont). The FCC is afraid that until more stations are built, this fact will hurt some of the networks. So it proposes the limitation.

The proposal, it is said, would hurt NBC and CBS, but presumably would help Dumont and ABC.

'Uniform' Tax Attack Is Aim Of TOA Meet

Legal Aides to Apprise Convention of Prospect

With a view toward industry adoption of a uniform procedure in the attack on municipal and state admission tax levies, the legal advisory council of the Theatre Owners of America has prepared an analysis and review of admission tax decisions which will be presented to the TOA Mid-Century Convention which will open Oct. 30 in Houston, it was reported here at the weekend by TOA executive director Gael Sullivan.

It is known that TOA stalwarts for some time have been disappointed in some of the techniques and procedures used to combat local admission tax threats. They appear to have arrived at the conclusion that a "uniform procedure" which could be held in reserve for such emergencies as the recent one in Syracuse, N. Y., would serve to avert local tax disasters. A five per cent levy is due

(*Continued on page* 3)

Skouras Gets Last in United Detroit Split

Detroit, Oct. 8.—Control of the United Artists Theatre, first-run house in downtown Detroit, will pass from Paramount's United Detroit Theatres to the United Artists Theatres Circuit, Inc., in compliance with terms of the recent Federal Court consent decree, it was learned here.

President of the United Artists Theatre Circuit is George P. Skouras, who also controls some 75 theatres in Greater New York and New Jersey.

United Detroit has operated the theatre for 10 years on a joint stock

(*Continued on page* 3)

20th-Fox's Financial Report Judged No. 1

In the final ratings of the independent board of judges for the *Financial World* survey of annual reports, 20th Century-Fox was judged as having the best annual report of the motion pictures industry, it was announced today. A bronze trophy will be presented to Spyros P. Skouras, president of the company, at the annaul

(*Continued on page* 3)

30 Are Expected at Smith Testimonial

The committee of Metropolitan New York exhibitors which is sponsoring the Oct. 11, Hotel Astor testimonial luncheon to A. W. Smith, Jr., reported at the weekend that 300 exhibitor and other friends of the 20th-Fox vice-president are expected to attend.

The occasion marks Smith's 35th year in the motion picture industry.

US-German Import Talks Nearing The Critical Stage

The circumstance of future U. S. film exports to Germany approached the critical stage at the weekend as John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, issued a denial of reports from Bonn, Germany, concerning a purported agreement between American and German film representatives to limit U. S. film exports to Germany.

It was pointed out at once in film export quarters here that MPAA's representative in Germany, Mark Spiegel, is striving to keep any arrangement for future imports of U. S. pictures on the level of the industries of both countries, to the exclusion of the Bonn government.

The report which McCarthy denied stated that Dr. Rudolf Vogel, chairman of the West German parliamentary study committee on film problems, said a proposal called for the import of 150 U. S. pictures in 12 months, with the decision to be subject to a joint review after six months. The original American proposal was described as calling for importing 190 pictures by Germany in 1950-51. In 1949-50, imports of American films totaled 189, it was said.

Dr. Vogel was quoted as citing film imports as "a serious problem to our economically-ailing film industry."

McCarthy said that "though discussions have been under way for many weeks, no agreement has been reached."

Schaefer to Europe To Set Plans for 3

George J. Schaefer, sales chief for Stanley Kramer Productions, left here by plane at the weekend for Paris to set up releasing arrangements in France for "The Men," "Home of the Brave" and "Champion."

From Paris he will go to London to arrange for the release of the three pictures in England. Schaefer is due to return to New York in about 10 days.

Scalera Opens N.Y. Office

Scalera Films, Inc., one of the largest motion picture producing companies in Italy, has opened a New York office.

Personal Mention

A. J. O'KEEFE, Universal-International assistant general sales manager, will leave New York Friday for Los Angeles with stopovers in Chicago and San Francisco.

•

KENNETH CLARK, head of public relations for the Motion Picture Association of America, and MRS. CLARK announce the birth of a son, their third child, on Oct. 6.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, in charge of M-G-M exhibitor relations, will speak before the Combined Service Club dinner at Uniontown, Pa., Thursday.

•

EDDIE YARBROUGH, Western exploitation director of 20th Century-Fox, has arrived in Chicago from San Francisco.

•

WILLIAM B. ZOELLNER, head of short subject sales and reprints, is due in Albany today from Boston.

HARRY MANDEL, national director of advertising-publicity of RKO Theatres, is vacationing at Miami Beach and is expected to return here next Monday.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will speak on "COMPO's Story," at the annual convention of the Kentucky Association of Theatre Owners at the Brown Hotel, Louisville, on Oct. 18-19.

•

LEE KOKEN, head of RKO Theatres' Vending, will return here today from a business trip to Boston, Providence and Lowell.

•

HAROLD WIRTHWEIN, Monogram's Western sales manager, has left Hollywood for San Francisco, Portland and Seattle.

•

FRANK J. DOWNEY, Detroit M-G-M manager, left here over the weekend for his headquarters.

'Blue Heaven' Holds In Key Situations

Recent engagements of 20th Century-Fox's "My Blue Heaven" have garnered 47 extra weeks of playing time in key situations throughout the country, it was reported here by the home office.

The picture has been held over in the following theatres: Memphis, Warner and Palace; Minneapolis, Century; New York, Roxy; Philadelphia, Fox; Portland, Orpheum; Springfield, Ill., Lincoln; Salt Lake City, Villa; Boston, Memorial and Metropolitan; Akron, Colonial; Denver, Rialto; Chicago, Oriental and Woods; Kansas City, Tower, Uptown and Fairway; Buffalo, Paramount; Cincinnati, Capitol.

Situations in which the film has been on a moveover basis include: Duluth, World and Lyric; Minneapolis, Century and Pix; St. Paul, Strand; Omaha, Omaha; Portland, Mayfair; Salt Lake City, Studio; Newport News, Wythe and Stuart; Atlantic City, Strand; Trenton, Mayfair and Trent; Rochester, Temple; Charlotte, Broadway; Denver, Aladdin and Webber; Portland, Empire; and Buffalo, Tech.

Raytone Device Protect Cables

A device to protect drive-in speaker cables from breakage, and of the speakers themselves from bad weather, has been announced by the Raytone Manufacturing Co., Brooklyn, N. Y., for exhibition at the TESMA Trade Show which opens in Chicago today.

The equipment, called the Raytone "Speaker-Lok," is in a wood platform set flush on the ramp, with a shallow depression that positions the front wheels of an automobile. The speaker is enclosed in a steel box which fits onto the speaker post. When the cover is raised to remove the speaker, iron guards rise at the front and rear of each forward wheel.

Industry Tribute To Swedish Leaders

Independent and affiliated distributors of foreign films, and international executive heads of Motion Picture Association of America member companies will attend a reception tomorrow afternoon at the Harvard Club here for three elected reperesentatives of the Swedish film industry who are here for a three weeks Coast-to-Coast survey and orientation study of the motion picture industry. The reception is being sponsored by the MPAA's Advisory Unit for Foreign Films at whose invitation the delegates came to this country as guests of the American industry.

"Facilitating friendly contact between foreign film producers and American distributors of foreign-language films is one of the Advisory Unit's primary functions, to bring about greater distribution and exhibition of select foreign films," said B. Bernard Kreisler, executive director of the MPAA Unit.

Honor guests are Dr. Carl Anders Dymling, president of Svensk Filmindustrie and head of the Swedish Film Producers Association; Gustav Scheutz, president of Europa Film and vice-president of the Swedish Film Producers Association, and Rune Waldekranz, author, critic, and executive producer of Sandrew Studios.

D. Field Malone, 68, Was 20th Counsel

HOLLYWOOD, Oct. 8.—Dudley Field Malone, 68, international lawyer who in recent years had served as studio counsel for 20th Century-Fox, died of a heart ailment at the Culver City Hospital on Thursday. He entered the hospital because of a fall at his West Los Angeles apartment, but death was caused by the heart ailment, which was of long standing.

A native New Yorker, Malone served in political posts in that city. He also practiced law in France.

Newsreel Parade

ACTION in Korea and the World Series take top spots in the current newsreels. Other items include Commerce Secretary Charles Sawyer's speech, the seizure of Red headquarters in Germany, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 81—Korea news report. Charles Sawyer rallies home front. Jungle airport. Fashions. World Series.

NEWS OF THE DAY, No. 211—World Series. Rocket zombies blast Reds in Korea. Wine for all. River marathon. Airport in the jungle.

PARAMOUNT NEWS, No. 14—Boxing. Secretary Sawyer talk. British troops seize Red headquarters. Communist China ambassador in India. Landslide in Sweden. World Series.

TELENEWS DIGEST, No. 40-B—Vienna becomes a hot spot. Korean report. Marshall Plan fair in Germany. Labor Secretary Tobin talks. Perle Mesta comes home. Cardinal Spellman in England. Sports.

UNIVERSAL NEWS, No. 393—News from the world of sport: World Series. Film report of fighting on the Korean front.

WARNER PATHE NEWS, No. 119—World Series. British seize West Berlin headquarters of Reds. Land reform in Italy. Korea news. Children's zoo. Fashions.

RCA Official Hits 'Inferior' Color TV

MINNEAPOLIS, Oct. 8.—The preliminary action of the Federal Communications Commission in indicating a preference for what he claimed to be an inferior color television system is an "extremely short range consideration" and will "react unfavorably" on color television's growth, Dr. E. W. Engstrom, vice-president in charge of research, RCA Laboratories, declared here.

Adoption of an inferior color system, Dr. Engstrom said, would not only bring unnecessary expense to every television receiver owner in the country, but would also present difficult problems for the broadcaster.

Dr. Engstrom favored a "compatible" system, under which, he said, "Current receivers tuned in the normal way to such a color transmission will produce pictures in black-and-white equivalent to those now produced from black-and-white transmissions."

UN Official Praises Films' World Role

Motion pictures are a powerful instrumentality for peace and a constructive influence in fostering international understanding and unity, Nasrollah Entezam, president of the United Nations General Assembly, declared at Lake Success at the weekend as he accepted from Eric Johnston, president of the Motion Picture Association of America, a newsreel trailer on the significance of the U. N. flag. The trailer will be nationally released by the industry's five newsreels in observance of U. N. Day, Oct. 24.

In presenting the film Johnston told Entezam that "events in Korea have given the U. N. a new prestige."

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'Joan' to Be Released Nationally in Nov.

"Joan of Arc," Sierra Productions' feature in Technicolor, will go into general release in November, it is announced here by Robert Mochrie, sales vice-president of RKO Radio.

This is the Ingrid Bergman vehicle which played special pre-release extended-run engagements in key cities. It was directed by Victor Fleming, and produced by Walter Wanger.

Eric Johnston

(*Continued from page* 1)

educational purposes. "What better means are there for this than through the motion picture?," he asked. He said that the democracies are beginning to realize the power of motion pictures. Johnston disclosed that President Truman and Secretary Marshall recently emphasized this fact to him.

Blumberg Message

Nate J. Blumberg, president, who could not attend because of illness, sent a message expressing the hope that "our industry will remain healthy both here and abroad and that from today we may see an international COMPO meeting."

Ned Depinet, in an out-of-town message to the gathering, declared that the "meeting was very much in keeping with the ideals and ambitions of COMPO." Depinet commended the "good work" of Blumberg in spreading the ideals of COMPO abroad on his recent trip.

Daff asserted that the "interchange of ideas do good not only to U-I but to the industry."

Lipton called for the establishment of a worldwide showmanship conference of the entire industry. He expressed the hope that the conference was the first step towards that end.

Bergman Chairs

Maurice A. Bergman, home office executive, was chairman of the meeting. Representing the UN was J. Gunnar Lindstrom, acting director of the film and visual information division. Others present were Arthur L. Mayer, COMPO executive vice-president, and Francis Harmon, Joyce O'Hara and Ginger Rogers.

The U-I visitors from overseas included: Jack Sullivan (United Kingdom), who spoke briefly; Miss Loulou Lindberg (Sweden); Herbert Tonks (Far East); Louis Piret (Belgium); Raphael Bernard (France); Dr. Ermete Santucci (Italy); Lin Endean (Australia); Miss Wanda Calvert (Brazil); Alf Perry (Canada).

Others Attending

Also attending from the U-I domestic staff were: William A. Scully, Leon Goldberg, Adolph Schimel, John J. O'Connor, Alfred J. O'Keefe, Foster M. Blake, Charles J. Feldman, Frank J. McCarthy, Fortunat Baronat, Irving Sochin, Ben Cohn, Philip Gerard, Hank Linet, Charles Simonelli, Jeff Livingston, Joseph Seidelman, Americo Aboaf, Keith Goldsmith, and Milton Livingston. Robert Benjamin represented the J. Arthur Rank Organization.

TOA Maps Attack on Taxes

(*Continued from page* 1)

to be enforced in Syracuse after Jan. 1.

The TOA legal advisory council, which consists of attorneys for both circuit and independent operators from all over the country, also has been studying the "swelling tide of industry litigation in an effort to work out some solution which would eliminate much of this needless expense, and save all elements of the industry millions of dollars," Sullivan said. This was interpreted as a reference to anticipated convention action on proposals for the establishment of an industrywide arbitration system.

Lottery Law Decisions

The council, Sullivan added, also has analyzed the lottery law decisions for the benefit of exhibitors, and will report on that subject, too, to the convention.

Advance registrations for the TOA convention to be held at the Shamrock Hotel in Houston, Oct. 30 to Nov. 2, have crossed the 500 mark, Sullivan announced. Applications for hotel rooms have come from exhibitors in 32 states. In addition, Canadian and Mexican theatre interests have indicated their intention of sending representatives to the convention, Sullivan said.

"Chairmen of our 10 standing committees," he said, "have been conducting extensive research, and making studies, of such subjects as distributor-exhibitor relations, 16mm. competition, theatre television, national legislation, state and local taxation, concessions, theatrical equipment and accessories and public relations."

Sullivan's Statement

Sullivan further heralded the convention with this statement:

"The motion picture industry is on the threshold of new dynamics that will assure its ability to meet competition today and tomorrow, and maintain its leadership in the field of mass entertainment. Rapid strides are being made in color television but it has not yet reached the perfection of color in pictures on the movie screen. I believe we should make all pictures in color and that our technicians should bend every effort to keep them at the top in excellence.

"Our best brains are less concerned with controversies within the industry than they are with vital and constructive projects that will enlarge the movie-going audience and bring all exhibitors a bigger boxoffice. Much of the wrangling within the industry would disappear overnight if third dimensional film became a reality and created a new army of theatre goers."

Warner Spurs Star Building Program

Warner Bros., in its campaign to bring to the nation's screens new faces and new stars, has announced the launching of a series of advertisements in trade publications, each in the series marking the progress of the many new and advancing stars at Warner Studios.

The first six players scheduled in the current series include Steve Cochran, who is starred with Gary Cooper and Ruth Roman in "Dallas"; David Brian in "Breakthrough," Patrice Wymore in "Rocky Mountain," and Virginia Mayo in "The West Point Story."

The main purpose of these ads is not only to announce new and more important assignments, but to acquaint everyone within the industry with the fact that these people are Warner Bros.' answer to exhibitor and public demand for more and new personalities. Proofs of the first ads have been sent to editors.

JD Asks RKO

(*Continued from page* 1)

know what is going on, without waiting for the end of the year."

Meanwhile, it was indicated that consent decree talks between 20th Century-Fox and the government would be in recess this week. Justice officials refused to say whether this meant that all the bargaining was over and that the lawyers now would have to go back and clear the terms with top company officials.

"Bare possibility" of an announcement of a Warner consent decree this week was mentioned at the department. "I wouldn't want to say there would be one, and I wouldn't want to say it was out of the question," was the way a Justice attorney put the situation.

Marines May Show 'Tripoli' in Orient

Contingent upon problems of shipping and equipment, Paramount's "Tripoli" will be given a simultaneous showing at both Seoul, Korea and Tokyo, in conjunction with its domestic launching at the Mastbaum Theatre in Philadelphia on Oct. 13, it was announced by Max E. Youngstein, advertising-publicity vice-president.

The film, an account of the early exploits of the U. S. Marine Corps, would, according to present plans, be shown free to all United Nations Armed Forces personnel able to attend, with the Marine Corps serving as host.

Arrangements for the overseas showing are currently being worked out by Irving Maas, vice-president and general manager of the Motion Picture Export Association; Charles Mayer, MPEA managing director in Tokyo; U. S. Marine Corps heads; Department of Defense Officials, and Paramount.

Roxy to Honor Staffer

The Roxy Theatre management, and A. J. Balaban, executive director, will be hosts at a reception tomorrow in honor of staff photographer Gary Wagner's anniversary with the theatre.

Financial Report

(*Continued from page* 1)

awards banquet in the Hotel Statler, New York, on Oct. 30.

More than 5,000 annual reports were submitted this year in the international competition, the 10th in the series for the "Best-of-Industry" awards. In the motion pictures industry category Walt Disney Productions was runner-up for top honors, while Paramount Pictures placed third.

'And So Reluctantly We Say Farewell'

One of the oldest and most successful short subject series, M-G-M's FitzPatrick "Traveltalks," will end with the conclusion of the run of "Life on the Thames," 222nd of the series which began in 1931. It will be succeeded by a new series, "People on Parade."

During the 19 years of filming "Traveltalks," FitzPatrick made six round-the-world trips for a total of more than half-a-million miles and photographed every inhabited section of the world, according to Fred Quimby, M-G-M short subjects department head. Over 150 FitzPatrick subjects on 16mm. are now being used in American schoolrooms, Quimby said.

Depinet Drive Ends

(*Continued from page* 1)

Atlanta, Ira Stone, manager, fourth, in Dave Prince's Southeastern unit, and Denver, Joe Emerson, manager, second, and Salt Lake City, Giff Davison, manager, third, in Al Kolitz's Rocky Mountain district. The drive-long seesaw for first place in Canada went to St. John, Arthur Lee-White, manager, which edged out Calgary, A. E. Elliott, manager.

'President's Prize'

The "President's Prize" among district managers went to David Prince, Southeastern district.

The "Capital District Manager's" prize went to: first, Leo M. Devaney, Canadian; second, David Prince, Southeastern district, and third, Al Kolitz, of the Rocky Mountain district.

Group prize winners: Group one: first prize, San Francisco, Joe Smith, manager; second prize, Dallas, Sol Sachs, manager. Group two: first prize, Kansas City, Jimmy Lewis, manager; second prize, St. Louis, Ray Nolan, manager. Group three: first prize, Albany, Max Westebbe, manager; second prize, Memphis, R. V. Reagin, manager.

Field Men Prize

"Field Men Capital Prize" winners were: Group one: first prize, Russ Morgan, Atlanta; second prize, T. Bidwell McCormick, Denver; third and fourth prize to be divided between Lou Dufour of St. Louis and Fred Calvin of Los Angeles. Second Group: Ed Terhune of Dallas.

Home office representatives, capital prize winners: first prize, Frank Duffy; second prize, Bill Burke; third prize, Elmer Sedin.

United Detroit Split

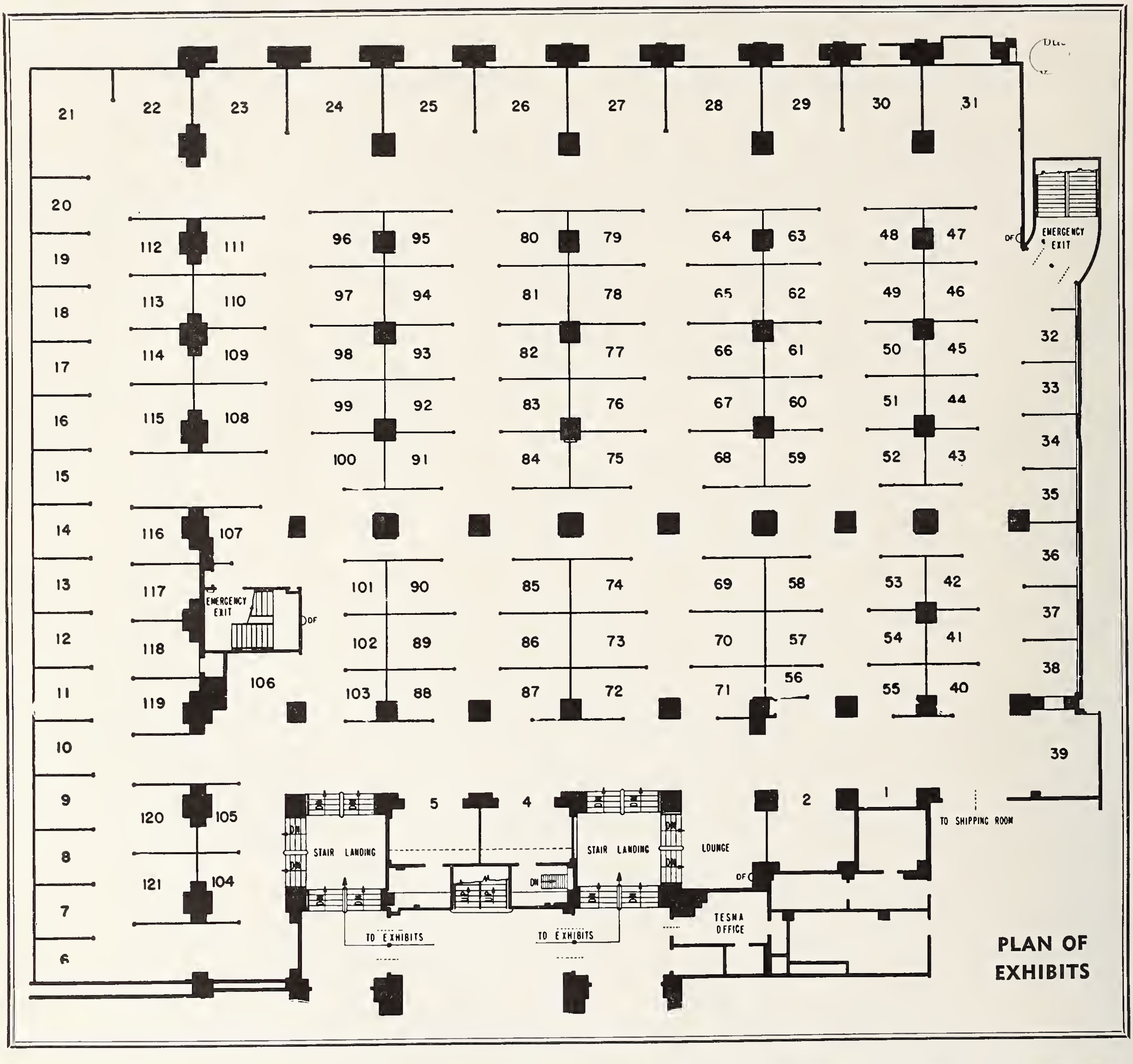
(*Continued from page* 1)

ownership basis with United Artists Theatres. The United Artists is the last of the United Detroit circuit to be disposed of in accordance with the Government's order separating Paramount production-distribution from exhibition. The others were the Regent, Annex and Royal.

The theatre closed tonight for six weeks to permit extensive remodeling and the installation of new equipment.

1950 TESMA TRADE SHOW EXHIBITS

Displays and Events of the Theatre Equipment and Supply Manufacturers Association Exposition October 8-11, at the Stevens Hotel in Chicago. Schedule of Events appears on the following page.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TO EXHIBITS
TO SHIPPING ROOM
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UP

PLAN OF EXHIBITS

EXHIBITORS AND PRODUCTS

Companies are listed numerically by booth numbers, which immediately precede exhibitors' names.

1—Projection Optics Co., Inc., *lenses.*

2—Griggs Equipment Co., *seating.*

4—Autocrat, Inc., *in-car speakers.*

5—Century Projector Corp., *projectors, sound.*

9—Theatre Seat Service Co., *chair cushions, draperies.*

10—Hubert Mitchell Industries, Inc., *curtains, draperies.*

11, 12—Cole Products Corp., *paper cup dispensers.*

13—Payne Products, *carbon savers.*

14, 15—Poblocki & Sons, *marquees, display frames, theatre fronts, portable snack car.*

16, 17—Krispy Kist Korn Machine Co., *popcorn machines.*

18—Walky Koffee Co., *coffee makers.*

19, 20, 21, 22—Radio Corp. of America, *sound and TV equipment;* Brenkert Light Projection Co., *projectors, projection lamps;* Hurley Screen Co., *screens;* International Seat Corp., *seating.*

23, 24—Wagner Sign Service, Inc., *signs, letters.*

25, 26—Ideal Seating Co., *seating.*

27—Neumade Products Corp., *projection accessories.*

28—General Register Corp., *ticket issuing machines.*

29—J. E. Robin, Inc., *projection, sound, seating.*

30—Ahrens Mfg. Co., *drive-in playground equipment.*

31—DeVry Corp., *projectors, sound.*

32, 33, 34, 35, 36, 37—International Projector Corp., *projectors, sound;* J. E. McAuley Mfg. Co., *projection lamps;* Hertner Electric Co., *motor-generators, television;* Theatre Specialties, Inc., *signs, letters;* Nu-Screen Corp., *screens.*

38—General Precision Laboratory, *research exhibit.*

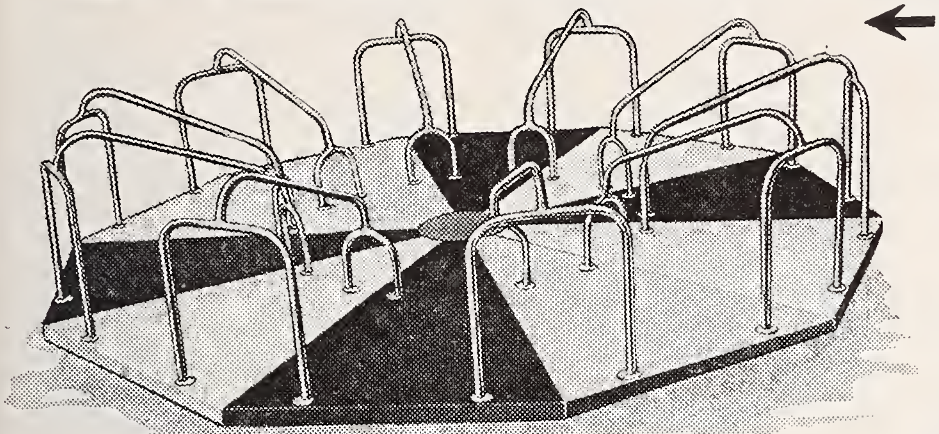
39—American Desk Co., *seating.*

(*Continued on page 6*)

Lifetime MIRACLE WHIRL

THE ANSWER To The Parent-Child Drive-In Problem

Boost your attendance figures by helping parents "do something about the kids" when they get fidgety. Now father and mother can relax and enjoy the show knowing the youngsters are safely playing close by on a "Life-time MIRACLE WHIRL." Here is a safe, healthful, interesting recreation and exercise out in the open air. No supervision required. Ruggedly built to stand the roughest abuse, "Life-time MIRACLE WHIRL". is simple to operate—just like "pumping up" a swing. Off center balancing action propels it by centrifugal force. No exposed mechan[illegible] guaranteed against all defects. Two can have as much fun as fifty. Keep the whole family coming back to your Drive-In. Equip your Drive-In playground with a "Life-time MIRACLE WHIRL"! *Built in 2 sizes.*

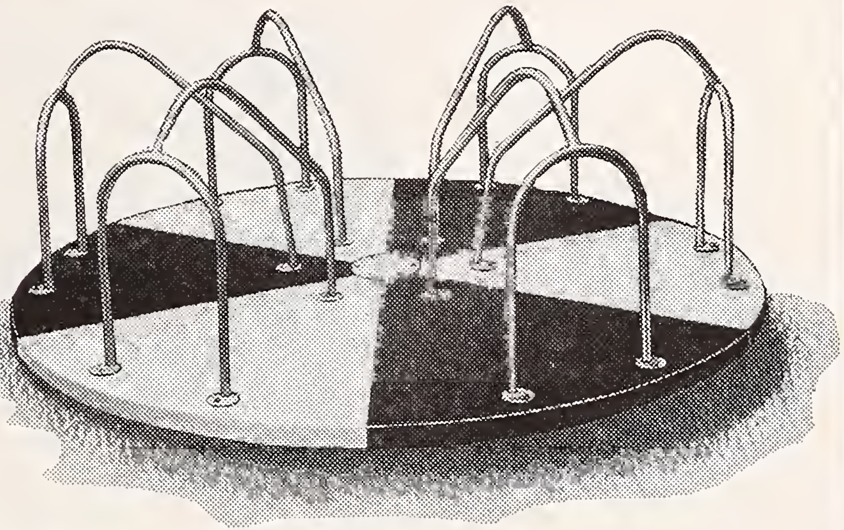


←Life-time MIRACLE WHIRL (11ft. Size)

Big—sturdy—safe. Handles all the youngsters who can pile onto it. Heavy all-steel construction, with seamless 1" handrails. Ideal for your playground area.

Life-time JR. WHIRL (6ft. Size)→

Same lasting quality and efficiency as the larger Whirl—but smaller in size and kid-capacity. Some owners install combinations of the two sizes.



SEE THEM AT THE SHOWS

Life-time MIRACLE WHIRLS are on display at Theatre Industry gatherings. Look for them there or write to the manufacturers for colored literature and prices. Address—

THE AHRENS MANUFACTURING COMPANY, GRINNELL, IOWA.

FOR THE BEST IN
BOOTH EQUIPMENT

TRADE MARK
Neumade

SEE OUR DISPLAY
IN BOOTH 27

SERVING THEATREMEN FOR 31 YEARS

DRAPERIES STAGE SETTINGS,
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WALL COVERINGS AND MURALS

Inquiries Invited

NOVELTY
SCENIC STUDIOS, INC.
32-34 W. 60TH ST., New York 23, N.Y.

FOREST HARRISON, INC.
and
FOREST ELECTRONIC CO., INC.

invite you to visit their Booths 117 and 119 at TESMA-TEDPA convention, to see demonstration of the new electronic control projection lamp and rectifiers.

JOE HORNSTEIN

Your Supply Dealer
for 45 Years

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3330 OLIVE ST.
ST. LOUIS, MO.

714 NORTHEAST FIRST AVE.
MIAMI, FLORIDA

TESMA Show, Meet Open

(Continued from page 1)

ness in National Civil Defense."

Claude Lee, former public relations director for Paramount and now vice-president of Tom Connors Associates: "How Television Can Be Made an Asset of the Motion Picture Theatre."

Nathan L. Halpern, television consultant to Theatre Owners of America: "The Prospect and the Possibilities of Televised Attractions on the Theatre Program."

E. A. Hungerford of the General Precision Laboratory will explain and demonstrate the new video system which projects televised material in the theatre from film, with a lapse of only 40 seconds between the signal and transmission to the screen.

Neu to Preside

Oscar Neu, TESMA president, will preside at the forum.

The TESMA board met here today and TEDA members will hold a business meeting tomorrow morning. Both groups will hold business meetings on Tuesday morning. All incumbent officers are expected to be re-elected.

The Ladies Entertainment Committee, headed by Mrs. Ben Adler, welcomed the delegates and visitors at a tea this afternoon and has arranged a number of events for the wives of visiting members. Social events will be climaxed by the annual banquet, show and dance at the Stevens' grand ballroom on Tuesday evening.

The exhibits will remain open on Wednesday until five P.M.

ORGANIZATION OFFICERS

OSCAR F. NEU
President, Tesma

RAY COLVIN
President, Teda

J. R. HOFF
Vice-President, Tesma

ROY BOOMER
Secretary, Tesma

TESMA EXHIBIT DIRECTORY

(Continued from page 4)

40—**Electric-Aire Engineering Corp.,** *hand driers.*
41—**Tufford, Inc.,** *seat covers.*
42—**Frankel Associates, Inc.,** *drapery fabrics.*
43—**Sponge Rubber Products Co.,** *carpet lining.*
44—**Mohawk Carpet Co.,** *carpeting.*
45—**General Precision Laboratory,** *research exhibit.*
46—**Associated Ticket & Register Co.,** *admission signs.*
47—**Diecast Aluminum Speakers, Inc.,** *in-car speakers.*
48—**Knoxville Scenic Studios, Inc.,** *interior decoration.*
49—**Oxford Electric Corp.,** *sound parts.*
50, 51—**American Seating Co.,** *seating.*
52—**Genarco, Inc.,** *spotlights.*
53, 54—**Drive-In Theatre Mfg. Co., Inc.,** *in-car speakers.*
55—**Victor Animatograph Corp.,** *16-mm equipment.*
56—**Kneisley Electric Co.,** *rectifiers.*
57—**Atlas Products Co.,** *sand urns.*
58—**Automatic Devices Co.,** *curtain controls, motor-generators.*
59—**National Products, Inc.,** *mirrors.*
60—**Champion Moulding Mfg. Co.,** *display frames.*
61—**Continental Electric Co.,** *photoelectric tubes.*
62—**Manley, Inc.,** *popcorn machines and popcorn.*
63—**Lavezzi Machine Works, Inc.,** *projector parts.*
64, 65, 66, 67, 68—**Ballantyne Co.,** *projection and sound;* **Dawo Co.,** *in-car speakers;* **Fence Co. of America,** *drive-in fencing;* **Garver Electric Co.,** *rectifiers.*
69—**Hewitt-Robins, Inc.,** *sponge foam seat cushions.*
70, 71—**Adler Silhouette Letter Co.,** *signs, letters.*
72—**Wenzel Projector Co.,** *projection, sound.*
73, 74—**Kroehler Mfg. Co.,** *seating.*
75—**Edw. H. Wolk,** *projector parts.*
76—**Irwin Seating Co.,** *seating.*
77—**Superior Electric Co.,** *dimmers.*
78, 79—**Gordos Corp.,** *rectifier tubes.*
80, 81—**C. S. Ashcraft Mfg. Co.,** *projection lamps, rectifiers.*
82—**Da-Lite Screen Co., Inc.,** *screens.*
83—**Bausch & Lomb Optical Co.,** *lenses.*
84—**Lorraine-Carbons, Inc.,** *carbons.*
85—**Majestic Enterprises, Inc.,** *soft drink dispensers;* **Green Spot, Inc.,** *automatic dispensers.*
86—**Vallen, Inc.,** *curtain tracks and controls.*
87—**Super Vend S[illegible] Corp.,** *candy machine.*
88, 89, 90—**Motiograph, Inc.,** *projection, sound.*
91—**B. F. Shearer Co.,** *screens.*
92, 93—**Heywood-Wakefield Co.,** *seating.*
94, 95—**A. & M. Karagheusian, Inc.,** *carpeting.*
96—**Strong Electric Corp.,** *projection lamps, spotlamps, rectifiers, etc.*
97—**Industrial Sheet Metal Works,** *vending equipment.*
98—**Universal Corp.,** *display frames.*
99—**Kollmorgen Optical Corp.,** *lenses.*
100—**Thomas L. Leedom Co.,** *carpeting.*
101—**Imperial Electric Co.,** *motor-generators.*
102—**C. Cretors & Co.,** *popcorn machines.*
103—**GoldE Mfg. Co.,** *projection accessories.*
104—**National Super Service Co., Inc.,** *vacuum cleaners.*
105—**Tayloreel Corp.,** *projection accessories.*
106—**Eastman Kodak Co.,** *16mm projectors.*
107—**U. S. Air Conditioning Co., Inc.,** *air-conditioning.*
108—**Huff's Mfg. Co.,** *carbon savers.*
109—**Theatre Equipment Co. of America,** *in-car speakers.*
110—**Miniature Train Co.,** *drive-in playground equipment.*
111—**Raytone Screen Co.,** *screens.*
112—**Globe Ticket Co.,** *tickets.*
113—**Coinometer Corp.,** *coin changers.*
114—**Elizabeth Iron Works,** *screen towers.*
115—**Mission Dry Corp.,** *soft drinks.*
116—**King Amusement Co.,** *playground equipment.*
117—**Forest-Harrison, Inc.,** *rectifiers.*
119—**Forest Electronic Co., Inc.,** *projection lamps.*

NEVER BEFORE
have we had so much to show and tell you.
See our big exhibit at the Hotel Stevens
BOOTH 28
—the newest, surest, safest methods of protecting your profits at box office and door.
AUTOMATICKET
ADMISSIONS CONTROL SYSTEMS

Greetings
VISIT BOOTH 42
For the Finest in THEATRE DRAPERIES
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218 WEST 47th STREET, NEW YORK 19, N. Y.
Novelty and Decorative Fabrics
CHICAGO
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LOS ANGELES
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with the new
"VOCALITE"—crystal beaded sound screen—
it's flameproof, not perforated but porous.
Brilliancy factor 267%
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"SUPER-LITE" sound screen. A matte white
vinyl plastic screen that's flameproof,
washable and wrinkle resistant.
Can be shipped folded by Parcel Post anywhere.
VOCALITE SCREEN CORP.
ROOSEVELT, L. I. NEW YORK

Since 1898

THEATRICAL FABRICS for

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FABRIC CORPORATION

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Lorraine carbons
FOR ANY LAMP
IN ANY SIZE THEATRE AND DRIVE-IN

FROM "LOW" TO HIGHEST "HIGH"
Lorraine Carbons
FOR A BETTER SCREEN LIGHT MORE ECONOMICALLY

AT BOOTH
84
TESMA
CONVENTION
•
Lorraine
CARBONS, INC.
BOONTON, N. J.

Greetings Showmen!

from

Simplex
TRADE MARK REG'D

Manufactured by
INTERNATIONAL PROJECTOR CORPORATION
Bloomfield, New Jersey

BEST WISHES!

Capitol Stage Lighting Co., Inc.

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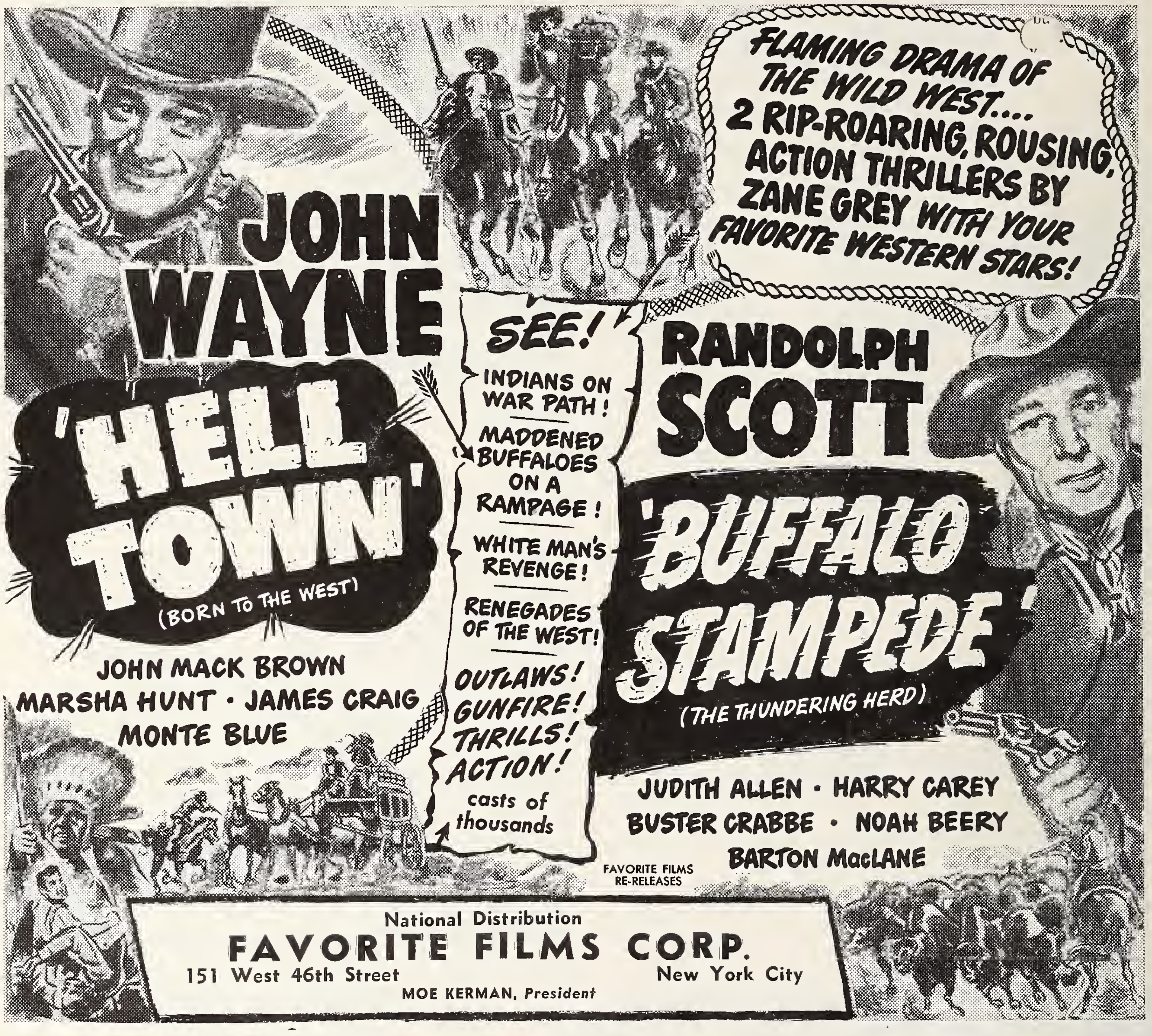
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CHARLOTTE: Kay Film Exchanges, 300 West Third St., Charlotte, N. C.
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CLEVELAND: Imperial Pictures, 2108 Payne Ave., Cleveland, Ohio
DALLAS: Tower Pictures Co., 302 So. Harwood St., Dallas, Texas
DES MOINES: Hollywood Pictures Corp., 1508 Davenport St., Omaha, Nebraska
DENVER: Associated Film Exchanges, 260 East First South St., Salt Lake City, Utah
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MOTION PICTURE DAILY

Accurate Concise and Impartial

V[illegible]8. NO. 70 NEW YORK, U. S. A., TUESDAY, OCTOBER 10, 1950 TEN CENTS

Price Impasse Delays Theatre Video: Halpern

Equipment Costs Need Lowering, TESMA Told

CHICAGO, Oct. 9.—Television theatre equipment costs are a roadblock to more rapid progress for widespread wide-screen development, delegates to the convention of the Theatre Equipment and Supply Manufacturers at the Stevens Hotel were told here today by Nathan L. Halpern, television consultant to Fabian Theatres and the Theatre Owners of America. He advocated action to break the price impasse.

"The price problem can be licked only by the intelligent combined action of exhibitors and manufacturers. It will require orders by a large number of theatres and concentration by the manufacturers on 'Ford models' of theatre television equipment, rather than 'Cadil-

(*Continued on page* 18)

Mono. Weighs Films for TV

HOLLYWOOD, Oct. 9.—The possibility that Monogram may shortly begin producing films, "for outside interests, expressly for television usage," is revealed by president Steve Broidy, in the company's annual report covering the fiscal year, ending July 1. A net loss of $263,342, was reported, which compares with a net loss of $1,108,433 in 1949.

Commenting on TV, the report states, "Your management has been carefully exploring the part which

(*Continued on page* 2)

33 Stars Set for Royal Performance

LONDON, Oct. 9.—The stage show in connection with the Royal Command Performance of 20th Century-Fox's "The Mudlark" at the Empire Theatre here on Oct. 3, will include 33 stars, among them Gloria Swanson, Claudette Colbert and Montgomery Clift. Nat Karson, presentation director of the Empire, is producer of the stage show.

(*Continued on page* 2)

Brandt-RKO Deal Still Unsigned; Dembow Returns

Future of the Harry Brandt deal for acquisition of control of RKO Theatres after divorcement appeared to be in doubt yesterday as Sam Dembow, Jr., intermediary for Brandt in the negotiations for the Howard Hughes' stock interest, returned to New York without a signed agreement after three weeks of negotiations in Hollywood.

Dembow could not be reached for comment but Thomas Slack, Hughes' attorney, who is visiting in New York, repeated his earlier statement that there has been no agreement and the principals in the negotiations are not seeing eye to eye.

Failure of Dembow to obtain a signed agreement from Hughes is regarded as particularly significant in view of earlier statements by him and Brandt that Dembow would not leave the Coast until an understand-

(*Continued on page* 20)

MGM Studying Sale Of Films in Groups

A plan for selling a group of pictures, possibly up to a full season's output, to small exhibitors at one time still is under study by M-G-M, William F. Rodgers, vice-president and distribution chief, states.

Rodgers had been expected to make an announcement of the plan during his appearance at the Allied States national convention in Pittsburgh last

(*Continued on page* 20)

HIGH COURT HOLDS APPEAL DOOR OPEN

Says 2 Justices Favor Loew's, Fox, W.B. Plea For Review; Rule Later

WASHINGTON, Oct. 9.—U. S. Supreme Court Justices Burton and Reed let it be known today that they favor high court review of the divorcement and divestiture provisions of the New York Statutory Court decree.

The Supreme Court, at its first real business session of the 1950-51 term, did not take action on the request of Loew's, Warner Brothers and 20th Century-Fox that the court reconsider its June 5 action affirming these provisions of the New York court decree.

But the court did hold out a ray of hope for the film companies by noting that its June 5 decision, which had been announced as a 7-to-0 decision with Justices Clark and Jackson abstaining, should have been a 5-to-2 decision, with

(*Continued on page* 18)

End of Series Aids NY Runs

Widespread interest in the Baseball World Series and its television and radio versions cut down on matinee grosses at New York first-runs last week, but most Broadway theatre managers were inclined to give the Yankee a vote of thanks for ending the contest at four games on Saturday, thus leaving the visiting fans to swell Sunday grosses to excellent proportions.

Some showcases held the Series to be an unmixed blessing, contending that any event which brings visitors to Gotham means more cash in the

(*Continued on page* 20)

Football on TV Draw Up Slightly

Despite competition from the World Series, football games telecast in theatres with one exception drew somewhat better than the previous opening week's games, but still fell far short of capacity business.

A fair appraisal of football as a theatre attraction cannot yet be made, spokesmen said, as the season is not in full swing and the series undoubted-

(*Continued on page* 20)

Only Silence Follows Goldenson's Suggestion on Films for Phonevision

COMPLETE silence has followed the recent suggestions of Leonard Goldenson, president of United Paramount Theatres, that major companies make sufficient films available to Phonevision to permit the projected test of the system to be made in 300 Chicago homes.

The test had been scheduled to start Oct. 1 for a 90-day period. It was postponed to Nov. 1, with Phonevision's explanation that insufficient films with which to conduct it had been obtained.

Inquiries to Goldenson revealed that there have been no replies to date to his letter to top executives of major companies suggesting that product be made available to Phonevision in order that all who are interested may have access to the results for study and appraisal. Goldenson, at the same time, expressed his conviction that Phonevision is not a feasible or economically sound method of film distribution and exhibition.

Phonevision officials since have cited Goldenson's letter as a new basis for their hope that good films will be made available to permit the test to be started Nov. 1. The lack of response from distribution company officials since the letter was written weeks ago, now makes that dubious, observers believe.

When MOTION PICTURE DAILY last April 3 made the same suggestion editorially it met with an immediate response. All of it was in opposition.

'U' Promotion On World Plan

Universal-International has developed "a new global concept of showmanship to replace the heretofore separate promotional planning for launching films in the domestic and foreign market," Nate J. Blumberg, Universal president, announced yesterday following the conclusion of the East Coast phase of the company's first international advertising-publicity conference.

With Mexico City, London, Paris

(*Continued on page* 20)

COMPO Directors By Regions Mulled

Officials of the Council of Motion Picture Organizations have been giving informal consideration to a plan for providing increased representation on the executive board to national exhibitor organizations.

Where member organizations now have two representatives on the executive board of COMPO, the new idea proposes representation be increased

(*Continued on page* 18)

Personal Mention

MURRAY SILVERSTONE, president of 20th Century-Fox International, has arrived in London from New York.

•

NORTON V. RITCHEY, president of Monogram International, has arrived in Rome on his around-the-world business trip.

•

BERNARD G. KRANZE, Eagle Lion Classics' general sales manager, returned to New York yesterday from a two-week trip to South America.

•

IRVING RAPPER, director, has arrived here from England to cooperate with Warner Bros. in exploitation on "The Glass Menagerie."

•

HERB COPLAN, head of Warner Theatres in Latin America, has returned here from a tour of his territory.

•

MRS. MARVIN H. SCHENCK, wife of the Loew's vice-president, has left here for the Coast following a two-week visit.

Late News Flashes

Chicago, Oct. 9.—Federal Judge Michael Igoe has postponed until Nov. 6 the scheduled hearing on Balaban & Katz's petition to amend the Jackson Park Theatre decree to permit runs of longer than two weeks in Loop theatres here.

CHICAGO, Oct. 9.—Motion picture theatre equipment manufacturers and dealers should join the Council of Motion Picture Organizations through TESMA and TEDA in order to unify all facets of the industry, Gael Sullivan, Theatre Owners of America executive director, told the TESMA meeting here today.

Rank Plans Series Of Exhibitor Meets

LONDON, Oct. 9.—On Oct. 19, J. Arthur Rank will begin a series of meetings with exhibitors in the provinces, first he has held in more than two years. He will visit seven or more principal cities, acting as host to exhibitors at luncheon-meetings in each.

Rank will be accompanied by E. T. Carr, General Film Distributor's managing director, and Sydney Wynne, his public relations chief.

33 Stars Set

(Continued from page 1)

The house has been scaled, with advanced prices for the performance, at £26,080 ($73,024), with few seats now remaining. Advertising space in the night's program has been sold up to a total of £8,700 ($24,360). Proceeds go to the Cinematograph Trade Benevolent Fund.

Insider's Outlook

By RED KANN

YOU won't find him mentioned in the complaint, but the influence behind Eagle Lion Classics' $15,000,000 triple damage suit against Loew's and RKO is Robert Young—financier, stormy petrel of American railroading and No. 1 man in Pathe Industries, Inc., the company which owns the outstanding stock of its four litigating subsidiaries and is itself suing along with its controlled quartet.

The action, alleging monopoly in exhibition in the Metropolitan New York area, is a whopper in size and scope and has been in the making for some time. It is being said that Young had no particular taste for recourse at law and tried to avert it by the private conference route with executives of the companies now called upon to defend themselves. How temperate or otherwise his position was, however, is not among the available facts. Obviously, he was not persuasive.

■

The essence of Eagle Lion Classics' position shows up in Part VI of a surprisingly brief complaint for a suit of such magnitude. ELC does not like the state of affairs because a substantial portion of Loew's and RKO's theatre playing time has been "arbitrarily" reserved for its own product. ELC is unhappy because it claims these two principal New York circuits are in agreement not to compete for product—anybody's, including ELC's. Major distributors, who are co-defendants, are charged with having agreed to a non-competitive division of their output, thereby furthering the alleged monopoly and making it tough, if not impossible, for anyone outside of the described circle from entering it.

"The neighborhood prior-run market in the New York Metropolitan area is the most important single market in the world. On some films, approximately 14 per cent or more of the national gross box-office receipts will be derived from the New York Metropolitan area and the most important segment of that percentage is derived from the neighborhood prior-run theatres," the complaint reads. This is sufficient, it is contended, to denote the difference between profit and loss on some films.

■

This is a boildown of the ELC anti-trust suit which has many tongues wagging in New York and which inevitably will attract considerable attention throughout the nation. Whatever comes of it, there can be little doubt over one thing: If this piece of business remains alive until all legal avenues are exhausted, the final determination will be years off.

There is something else meanwhile, and it is partially in the area of conjecture. The Department of Justice has been delving into the New York booking situation and is reported to have amassed a not insignificant mountain of information. The conjecture is how far it has gone, what it has revealed and what it will lead to?

■ ■

This observer is yet to encounter an exhibitor who is not in agreement with the theory behind 20th Century-Fox's "scheduled performance" plan. The practicability of stopping the sale of tickets once the show is under way is something else, however. It is pretty fantastic to imagine any showman lucky enough to have 'em lined up outside turning away cash customers when seats are available inside.

But the authors of the idea are not expecting revolutions. They would like to see the innovation tried as widely as possible, which will mean in major situations primarily, and hope that enough enterprising theatremen will go along with the experiment of making it possible for audiences to see an important attraction as Hollywood intended it should be seen—from its beginning.

■

Thirty first-runs, exclusive of the New York Roxy which swings to the policy for the one film on Friday, are in line thus far. They represent enough of a geographical spread to suggest an accurate bead may be drawn on public acceptance or rejection.

If the public in sufficient numbers will buy this and if exhibitors can get out with sufficient to spare, the benefit will take on a significant mutuality. Undoubtedly, a keener appreciation of the entertainment content of the product will follow. As Darryl Zanuck observed on his recent return from Europe, wide acceptance of scheduled performances can lead to innovations and departures in production which are not now feasible. He speaks with the full voice of authority.

Mono. Reports

(Continued from page 1)

Monogram can profitably play in the rapidly growing field of television. We have under consideration several proposals to produce films for outside interests, expressly for television usage. It is possible that we may begin such production within the near future."

Explaining the reduction of t[illegible]net loss, Broidy said, "We have i[illegible]urated economies in all departments to reduce overhead and direct picture costs. Effective April 1, we placed substantial general salary cuts into effect, and many reductions in personnel. It is estimated these economy measures have reduced our costs well in excess of $200,000 annually. The full effect of these economies will be felt for the first time in the 1951 fiscal year."

Gross income declined in 1950 fiscal year from $10,188,000 to $9,226,000; domestic and Canadian rentals from $8,290,000 to $7,555,000; foreign rentals from $1,739,000 to $1.549,000. However, total expenses declined from $11,322,000 to $9,489,000. Consolidated current and working assets at July 1st totaled $4,955,000, and current liabilities were $4,044,000.

Broidy observed, "It now appears that the motion picture industry has reached bottom of its revenue decline, and that improvement is underway." Monogram will hold its annual stockholders meeting at the company's offices in Hollywood on Nov. 8. Main business will be the election of a 10-man board of directors, with all incumbents up for reelection.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
UNION STATION
starring
WILLIAM HOLDEN
Nancy Olson
Barry Fitzgerald
in person
DUKE ELLINGTON
And His ORCHESTRA
TIMMIE ROGERS
TEDDY HALE
Extra SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

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At Dawn Today Another Major "First" Was Added • • • • • •

As the first AIRMAIL EDITION of MOTION PICTURE DAILY went winging on its way in all directions during the early hours of this morning another significant "first" was added to the pioneering score of Quigley Publications . . . another milestone in the history of progressive achievements which are inherent in this complete group for industry service.

A glance over some of those "firsts" indicates their scope and basic importance:

FIRST organized department on theatre advertising and exploitation . . . . MANAGERS ROUND TABLE

FIRST complete special section devoted to the physical theatre . . . . BETTER THEATRES

FIRST regular publication of full data on picture releases . . . . THE RELEASE CHART

FIRST with Top Ten Money-making Stars poll by exhibitors, now featured in . . . . FAME

FIRST to establish an exhibitor reports department WHAT THE PICTURE DID FOR ME

FIRST to develop world-wide influence, with circulation in over 80 countries . . . . MOTION PICTURE HERALD

FIRST to inaugurate a weekly pictorial section THIS WEEK IN PICTURES

FIRST with annual exhibitor poll to forecast new stars STARS OF TOMORROW

FIRST to publish annually a complete Who's Who of the industry . . . . INTERNATIONAL M. P. ALMANAC

FIRST and foremost complete group of publications thoroughly to serve the entire industry . . . . QUIGLEY PUBLICATIONS

MOTION PICTURE DAILY • MOTION PICTURE HERALD
BETTER THEATRES • THEATRE SALES
MOTION PICTURE ALMANAC • FAME

THE TRADE PRESS agrees on

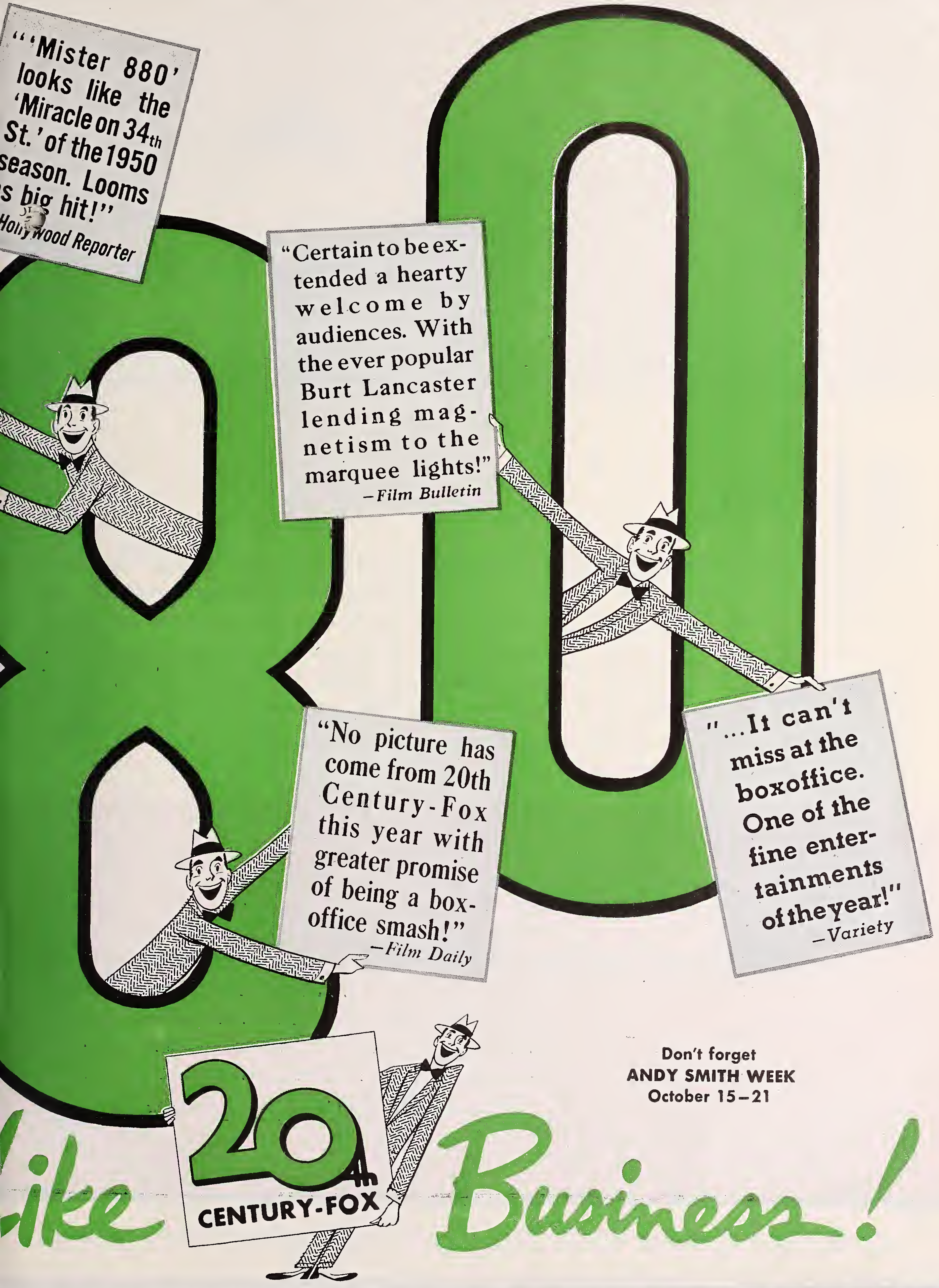
MISTER 8

"This is a t
oughly ent
taining a
complete
heart-warmi
comedy whi
will delig
audiences of
ages!"—*Boxoff*

"Pure enterta
ment, design
to delight t
hearts of auc
ences and caus
the exhibitor t
reach happily
for the black
ink!"
—*Motion Picture Herald*

BURT LANCASTER · DOROTHY McGUIRE · Edmund Gwenn in **MISTER 880** with Millard Mitchell · Minor Watson · Howard St. John
Hugh Sanders · James Millican · Directed by EDMUND GOULDING
Produced by JULIAN BLAUSTEIN · Screen Play by Robert Riskin
Based on an Article in The New Yorker by St. Clair McKelway

There's No Busines



"'Mister 880' looks like the 'Miracle on 34th St.' of the 1950 season. Looms s big hit!"
Hollywood Reporter

"Certain to be extended a hearty welcome by audiences. With the ever popular Burt Lancaster lending magnetism to the marquee lights!"
—Film Bulletin

"No picture has come from 20th Century-Fox this year with greater promise of being a boxoffice smash!"
—Film Daily

"...It can't miss at the boxoffice. One of the fine entertainments of the year!"
—Variety

Don't forget
ANDY SMITH WEEK
October 15–21

Paramount

FACTS ABOUT

Paramount Product

How

THE BOXOFFICE SCORE STANDS: Since early summer, Paramount has been hitting with a succession of outstanding attractions. First Hal Wallis' "My Friend Irma Goes West," then "Sunset Boulevard." This pace has been maintained with Bob Hope's "Fancy Pants," Hal Wallis' "The Furies," "Union Station," Hal Wallis' "Dark City" and now with "Copper Canyon."

What

THE COMING MONTHS WILL SHOW: Paramount has the hits ahead, too. Armistice Day, the U. S. Marines' story, "Tripoli"; Thanksgiving, Betty Hutton and Fred Astaire in "Let's Dance"; Christmas, Bing Crosby in "Mr. Music"; and early in the New Year, Alan Ladd in "Branded." From there on in, it's a fact:

Paramount Will Be The Big Gun In '51!

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN

Sunset Boulevard

FACT: One of the most discussed, praised and best performing pictures of the year. At Radio City Music Hall, it established the longest run since 1947—7 smash weeks.

Union Station

FACT: This thriller, from the Saturday Evening Post, is doing thrilling business everywhere. A plus to its name stars are 3 new stars furnishing fresh talent exhibitors are asking for.

Copper Canyon

COLOR BY TECHNICOLOR

FACT: The cast is big and the color spectacular in Paramount's western patterned after the famed boxoffice hit "California." It's now playing to the same handsome grosses.

Tripoli

COLOR BY TECHNICOLOR

FACT: This robust tribute to the United States Marines is set to thrill the nation Armistice Day. First of 180 pre-release dates in four exchange areas are reporting fine results.

Mr. Music

FACT: This is Bing Crosby's show of shows and it's yours for the Christmas holidays . . . with more hit songs and more big-name stars than any Crosby picture you've played in years.

The Goldbergs

FACT: Radio's favorite family for 20 years (favorites now on TV, too) will make their first screen appearance early in '51, with the famous radio cast, headed by Gertrude Berg.

Fancy Pants

COLOR BY TECHNICOLOR

FACT: Bob Hope is in the west again in his hilarious successor to "The Paleface" which has bettered both that hit and "Sorrowful Jones" in a majority of its engagements to date.

The Furies

FACT: Boxoffice Magazine predicted: "Runs of this Hal Wallis picture should be modern El Dorado"—and actual key city results now show it at levels comparable to top 1949 figures.

Dark City

FACT: First engagements fine! Fans are acclaiming the new Hal Wallis discovery, Charlton Heston, and a cast of important marquee stars in suspenseful 3-man manhunt.

Let's Dance

COLOR BY TECHNICOLOR

FACT: "Let's Dance" are the two little words Fred Astaire says to that "Annie" gal, Betty Hutton. They're the most exciting star team in a long time. Play them Thanksgiving!

Branded

COLOR BY TECHNICOLOR

FACT: Here's the Alan Ladd western in color by Technicolor that you have been waiting for ever since "Whispering Smith"! It's the hit Paramount has for you for early in the New Year.

September Affair

FACT: Hal Wallis stars Joan Fontaine and Joseph Cotten in an ecstatic love story filmed on the spot in romantic places like Capri, Rome and Florence. Other big-name stars, too!

PLAY RIGHT AWAY . . . CASSINO TO KOREA . . . Full-length feature of America's fighting men

Film Markets Around World Erupt Again

Serious "trouble spots" are reappearing in the motion picture export markets after an extended period during which producers-distributors experienced few "headaches" abroad, leading them to hope for an era of freer earnings possibilities in foreign markets which eventually would ease the pressure on domestic sales forces to recoup negative costs and earn a profit entirely in the home market.

The current export problem markets are France, Italy, Mexico, West Germany and Argentina.

The problems in all four countries are serious enough and have persisted long enough to send Motion Picture Export Association officers to the U. S. State Department in Washington on numerous recent occasions for consultation and possible aid.

Open Markets Seen as Aid

Open markets abroad and free conversion of foreign currency earnings into dollars, if they could be attained, also would result in relieving many of the emergency economy measures imposed upon Hollywood producers in the past several years.

In Italy, there is incipient agitation for an import quota against American films. It is linked to Italian producers' complaints that Hollywood pictures are "flooding" the Italian market while few Italian pictures receive any important playing time here.

No official action has been taken yet but American representatives in Italy report that our films are piling up at the official censor's office, without the clearance of which they cannot be distributed.

Italian Officials "Engaged"

Answering the American complaints, Italian film officials say they have been engaged on other matters, among them the Venice Film Festival, and consequently have not had time to clear our pictures promptly at the censor's office.

Americans have had to accept that explanation but not without suspicion.

In France, the problem is both one of obtaining an increase in the 1947 agreement permitting 121 American pictures to enter the country annually, and of ironing out a dispute with French authorities on conversion of francs involved in what are referred to as "old debts." Cash remittances to New York of so-called "new debts" or current earnings of American films in France, are being maintained.

French officials contend that the American industry used up its "old" franc balances and is not entitled to convert any more into dollars. American companies reply that the francs they have spent were out of "frozen" funds and that the free part of the "old debt" remains, and they should be permitted to convert and remit it to New York.

Involved in the dispute is $1,572,138, plus interest, which was held up pending settlement of two years of arbitration proceedings, with Will H. Hays as arbitrator. Hays ruled last June in favor of the so-called "underage" companies in the dispute, namely, RKO, Universal, Columbia, and Loew's. The "overage" companies are Paramount, Warners, 20th Century-Fox and United Artists.

Warners subsequently protested the Hays' decision but has taken no action since aimed at upsetting it. Warners' or other action, in any event, would be academic at this stage when France is maintaining that the disputed sum has been "spent" already by the American companies and is refusing to permit a coversion of the francs involved.

Eric Johnston, MPAA president, and John McCarthy, MPAA international manager, were scheduled to go to France next month in an effort to iron out the dispute but it now appears that their projected trip will be postponed.

In Mexico, film producers there are advocating a bill to set up a 50 per cent screen quota. American films, comprising the major part of the Mexican theatres' product, would be most affected by such restrictive legislation.

German Quota Talked

In West Germany there is agitation in government and native industry quarters for a film quota or for reduction of the number of American films which may be imported annually. Negotiations by MPEA with the German industry have been under way for a considerable time without an agreement having been reached.

As to Argentina, an agreement governing import licenses for American films and remittance of earnings was signed in New York last spring. Argentina since has delayed putting it into effect with the result that no new American pictures have opened there in many months. Stanton Griffis, American Ambassador to Argentina, who is also chairman of the Paramount Pictures executive committee, helped to negotiate the agreement and made repeated efforts in Buenos Aires to have it put into effect after it was signed. Griffis has returned to the United States and it is reported he may resign as Ambassador to Argentina to accept a new diplomatic post.

Meanwhile, MPEA has sent its Latin American expert, Joachim Riccard to Buenos Aires in an effort to resolve the impasse.

The State Department, according to industry sources, is following the situation closely in all foreign "problem" markets and is doing its best to aid the industry.

Somebody's Always Starting Something

Hartford, Oct. 9.—In pioneering motion pictures built around a familiar industrial name, Columbia producer S. Sylvan Simon might have established a trend that will "last for years."

That's the opinion of A. Howard Fuller, president of the Fuller Brush Co. of Hartford, in commenting on "The Fuller Brush Girl," the Columbia sequel to "The Fuller Brush Man." "Once upon a time," Fuller added, "somebody made the first Western."

Five from Columbia For October Release

Columbia has set five features for release in October. Lucille Ball plays the title role in "The Fuller Brush Girl," with Eddie Albert co-starring. Carl Benton Reid, Gale Robbins, Jeff Donnell and Jerome Cowan have supporting roles; Lloyd Bacon directed, from a screenplay by Frank Tashlin. "Last of the Buccaneers," in Technicolor, stars Paul Henreid, with Jack Oakie, Karin Booth and Mary Anderson in support; Sam Katzman produced and Lew Landers directed, from a screenplay by Robert E. Kent. "Between Midnight and Dawn" has Mark Stevens, Edmond O'Brien and Gale Storm starred with Donald Buka, Gale Robbins, Anthony Ross and Roland Winters heading the support. Hunt Stromberg produced and Gordon Douglas directed.

"Rookie Fireman," with Bill Williams, Barton MacLane, Marjorie Reynolds and Gloria Henry; Milton Feldman produced and Seymour Friedman directed, from a screenplay by Jerry Sackheim.

Edgar Dearing and Kay Buckley are cast in support of Charles Starrett-Smiley Burnette starrer, "Raiders of Tomahawk Creek." Colbert Clark produced and Fred Sears directed. The screen play is by Barry Shipman.

U. S. Films Doing Well in Mexico City

Mexico City, Oct. 9.—English-language foreign pictures are making a strong comeback here after being somewhat eclipsed by Mexican productions. Leader of this trend is Selznick's "The Third Man," now in its fifth week at the select Cine Chapultepec. It played two weeks simultaneously at the Cine Orfeon and the Chapultepec.

"Little Women," after three weeks at the Cine Roble is in its second at the Cine Magerit; 20th-Fox's "The Broken Arrow" is in its third week at the Cine Mexico and 20th is also doing well with the revival of "My Gal Sal" at the Cine Olimpia. "Ellen" is very strong at the Cine Alameda, as is Columbia's "No Sad Songs for Me" at the Cine Metropolitan. After playing simultaneously for two weeks at the Cine Olimpia and the Real Cinema, Warner's "The Damned Don't Cry," continues strong in its fourth week at the Real.

Another Delay for Arbitration Hearing

Another postponement has been granted by arbitrator Jay Emanuel for the hearing at the American Arbitration Association office here of this year's sole arbitration action between distributors and exhibitors.

Previously scheduled for today, the hearing of the case, which is aimed at resolving the pattern of clearances and availabilities in the Bridgeport-Stratford, Conn., area, now is slated for Nov. 8. Distribution attorneys asked for the postponement to enable them to handle other legal matters which arose meanwhile.

U-I's Star Smith Chosen

Alexis Smith, star of Universal-International's "Wyoming Mail," has been selected to represent the motion picture industry in the annual observation of "Pennsylvania Week," Oct. 16-22.

BOT Sees Enough Product for Quota

London, Oct. 9.—In spite of warnings from National Film Finance Corporation's J. H. Lawrie and other authorities that the rate of production here is declining, Board of Trade spokesmen continue to express confidence that the 30 per cent quota will be maintained.

Board of Trade officials bas[illegible]ir optimism on two factors: the £1,[illegible]00,000 estimated to accrue annually to producers under the Eady entertainment tax plan and an anticipated upsurge of American production here as a consequence of the bonus-incentive provisions of the latest U. S.-U. K. film monetary agreement.

Despite this confidence in BOT circles, an inspection of production schedules indicates that the total output for 1950 will be around 70 "long" films, several of which undoubtedly will not be regarded by bigger exhibitors as worthwhile first-features.

At this date, 12 first-features are in production, compared with 16 at this time last year. During the last 12 months three studios—Shepherds Bush, Islington and Welwyn—have been closed. Only nine studios, at this reporting, have their stages active, compared with 15 a year ago.

Another index to production is the number of BOT registrations. In the 12 months ending March 31, 1950, 81 "long" films were registered with the Board. Since April 1, 36 registrations have been made.

Boxing Cool to TV in Britain

The scanty attendance at the Joe Louis-Charles Ezzard championship fight has fortified British boxing promoters in their resistance to televising fistic events in the United Kingdom, according to press dispatches from London.

Jack Solomons, a top British promoter, was in New York for the bout and his account of fans staying away in droves but watching the fight over television carries weight with his colleagues. Solomons claims TV has "ruined" boxing in the U. S. and insists it would do the same in Britain.

"Why, people who went to a bar saw more of the Louis fight on television than I did in a $30 ringside seat," he said. Moreover, noise and crowds are necessary to make a good fight, Solomons added.

Though three professional matches have been televised in England, the final word rests with the British Boxing Board of Control, with whom the British Broadcasting Corp. must deal. As BBC accepts no advertising, it can offer only a token payment for boxing rights, probably no more than £100 ($280). Boxing promoters in the U. K. are not eager to risk a small gate on an event for such a sum.

Solomons is not impressed by arguments that telecasting will in the long run build up the gate. "That might be true on something running six months or a year," he said. "But not for a one-night shot like a fight."

Ties Up with Dictaphone

An extensive tie-in advertising and promotion campaign with Metro-Goydwyn-Mayer's, "To Please A Lady," has been made with the Dictaphone Corp.

Urges Caution on Ad Material Orders

Minneapolis, Oct. 9. — Exhibitors have been warned by North Central Allied not to order advertising material for a film until the rental contract has been approved by the distributor's home office.

If the exhibitor depends on the film salesman's okay, he i[illegible]t to "find himself over a barrel" if the exchange should attempt to ask for higher terms or improved playing time, NCA said.

WOR-TV to Put Subscriber-Vision To a Test in N. Y.

Beginning tomorrow, Station WOR-TV here will cooperate with the Skiatron Electronic and Television Corp. in a series of experiments with "Skiatron Subscriber-Vision," a new system of subscription video, it was announced here yesterday by J. R. Poppele, the station's vice-president in charge of engineering. This will be the first on-the-air demonstration of any such system in New York, it is said. Arthur Levey heads Skiatron.

The experimental transmissions of "Skiatron Subscriber-Vision" will be made for the Federal Communications Commission's observation.

"The tests will be made during hours when WOR-TV is not normally transmitting programs or regular test patterns, or between the hours of 8 A.M. and 10 A. M. weekdays and on Sunday morning and early afternoon," Poppele said.

Television receivers will not be able to receive "Skiatron Subscriber-Vision" unless equipped with a special decoder which is not yet available to the general public.

"Skiatron Subscriber-Vision" uses special decoders at the transmitter and the receiver. A plastic card is inserted in the transmitter decoder and an identical card is inserted in the receiver decoder. These cards must be alike to within 1/10,000 of an inch, it was said.

The scrambling and unscrambling of the signal is performed entirely over the air and, unlike Phonevision, does not employ any telephone lines, the decoder is a small electronic attachment and may be easily plugged into existing TV receivers, according to the company.

"Those who tune to Channel No. 9 during the hours of these tests will receive a scrambled signal," Poppele explained.

This series of Skiatron tests will in no way affect WOR-TV's signal during the transmission of regularly scheduled programs, sporting events and test pattern, it was explained.

Phyllis Blum Named Eastern Story Head

Phyllis Blum has joined Columbia as Eastern story editor. Miss Blum was recently associated with Enterprise Productions in charge of the Eastern story and talent department.

American Films Lauded for Aiding Growth of Israel

Detroit, Oct. 9. — American films are this country's best bet to sell American democracy to the world and have in a measure played their part in the growth of Israel, according to Jacob Davidon, pioneer producer and exhibitor in Israel. Davidon is now in Detroit with his wife and daughter, visiting.

"Ninety-five per cent of all movies shown in Israel are American-made," Davidon explained. "They have such appeal that long lines stand each day before movie houses.

"The people of Israel dislike musical comedies, because they contain no message and do not deal with any real part or problem in American life.

"Many of these people do not understand English, but somehow understand what the movies are all about, even if they are in English. We believe, too, that American movies can be credited with helping to teach the American language to our young nation.

"I think American movie producers should concentrate more on giving the people around the world good pictures about the real American democracy. This would be the most effective way for Americans to sell themselves."

Davidon said that American films likewise have proved to be an effective antidote in Israel's austerity program.

Deal for 1st CBS TV Color Equipment

The first commercial color television equipment for Columbia Broadcasting System and Remington Rand, Inc., will be manufactured by the Television Equipment Corp.

This was made known by John B. Milliken, president of Television Equipment Corp., who announced here that his company has completed negotiations with CBS.

The consummation of the agreement comes on the heels of the tentative approval of the CBS color television system by the Federal Communications Commission. The first equipment will be delivered for display at the 1950 National Business Show, to be held at the Grand Central Palace here Oct. 23-28.

Maps 'Fair' Campaign

Monogram's Cinecolor special, "County Fair," will receive 32,500 radio and television "plugs" in a national $15,000 "What's in a Name" contest, winner of which will be given a screen test by Monogram on the Coast in November.

LOUISVILLE AREA OWNERS USING VARIOUS 'HYPOS' FOR BUSINESS

Louisville, Oct. 9. — Though admission scales have remained fairly steady, exhibitors in this area are resorting to a number of changes in operating policies in pursuit of the elusive—to some—box-office dollar.

Downtown runs, while maintaining a 65-cent scale for evenings and Sundays, have lengthened the matinee changeover time to six P.M. from the former five o'clock, thus giving economy-minded patrons more time to take advantage of the 45-cent afternoon price.

Neighborhood subsequents have in general retained an average 40-cent admission but are seeking to stimulate the box-office through stepped-up advertising schedules, giveaways, special matinees, fan club shows, and other devices. The only price-cutting move has been in occasional reduced-price matinees.

Outstate exhibitors also have experienced a general weakening in ticket scales, with the average admission, formerly about 40 cents, now down to about 34 cents. Drive-ins have managed to keep admission prices to approximately 50 cents per person, with children gratis, but they have been much freer with product. Most drive-ins which formerly had a single feature policy have shifted to duals, with the former double-bill stands presenting three or even four features.

M. D. Cohn, Aged 50

Kansas City, Mo., Oct. 9.—M. D. (Babe) Cohn, aged 50, managing director of Paramount Theatre at Kansas City, died Sunday at his home in Mission, Kans. He is survived by his widow and a brother. Services are Tuesday at the Funk Chapel, Lawrence, Kans.

Cohn was active in public relations, serving as chairman of such committees in industry associations, particularly in the Kansas City Motion Picture Association.

Gets Realart Post

Sid Martinstein, former Republic branch manager and more recently with Eagle-Lion in San Francisco, has joined the staff of N. P. Jacobs, Realart franchise-holder for San Francisco, Portland and Seattle, as salesman and booker.

Wayne Forms New Anti-Red Group

Establishment of Theatre for Freedom, Inc., an organization aimed at mobilizing people in the entertainment world for an all-out anti-communist offensive, was announced yesterday by John Wayne, film actor and producer and president of the new group.

The presentation of a documentary drama, "Raise the Iron Curtain!" on Dec. 26 and 27 in Carnegie Hall here will be the first step in the organization's campaign.

On Rank Board

London, Oct. 9.—A. W. Robinson, general manager of J. Arthur Rank Productions, Ltd., has been elected to the company's board of directors. He is an expert in studio financing and management.

Quigley Awards In Next Herald

Winning entries of the third quarterly Quigley Showmanship Awards contest conducted by the Round Table of the *Motion Picture Herald*, will be announced in the Oct. 14 issue of the *Herald*.

Judging of the entries was done at the weekend by Larry Graburn, director of advertising of Odeon Theatres, Ltd., Toronto; Arthur Pincus, assistant publicity director of Loew's International, and Rutgers Neilson, publicity manager of RKO Radio.

Univ. Foreign Ad Men Report On World-Wide Trends

A world-wide summary of motion picture advertising and general conditions was afforded trade press representatives yesterday at an interview at Universal-International's home office with a number of the company's overseas advertising-publicity representatives who came here for the "International 'Harvey' Conference."

Among the observations made by the advertising-publicity representatives were the following:

Herbert Tonks, Far Eastern: The industry has great prestige in the Far East, and its officials have access to important places. Eight and nine daily showings are made of important films with crowds lining up a half-hour before seven A.M. openings.

Jack Sullivan, United Kingdom: English exhibitors are restricted in their advertising by the extremely small size of newspapers. They manage to secure non-commercial "plugs" on government-controlled radio and television. U-I's seven exploitation field men in Britain have worked up a number of product tie-ins with manufacturers and retailers.

Lin Endean, Australia: Australians are the most film conscious people in the world, with U. S. pictures dominating the scene. Altough there are no drive-ins in Australia, they are being discussed.

Wanda Calvert, Brazil: Free publicity is readily accessible in Brazil. All newspapers and magazines mention theatre playdates and names "to sell their publications." The 1,200 theatres also receive free radio publicity.

Loulou Lindberg, Sweden: Conservative exploitation activity limits "ballyhoo" to posters on telephone poles and bus stations. The government-controlled radio shies away from mentioning films.

Raphael Bernard, France: Since street exploitation is forbidden in France, companies use tie-ins with stores and toy concerns. Double-feature policies have been abandoned in France.

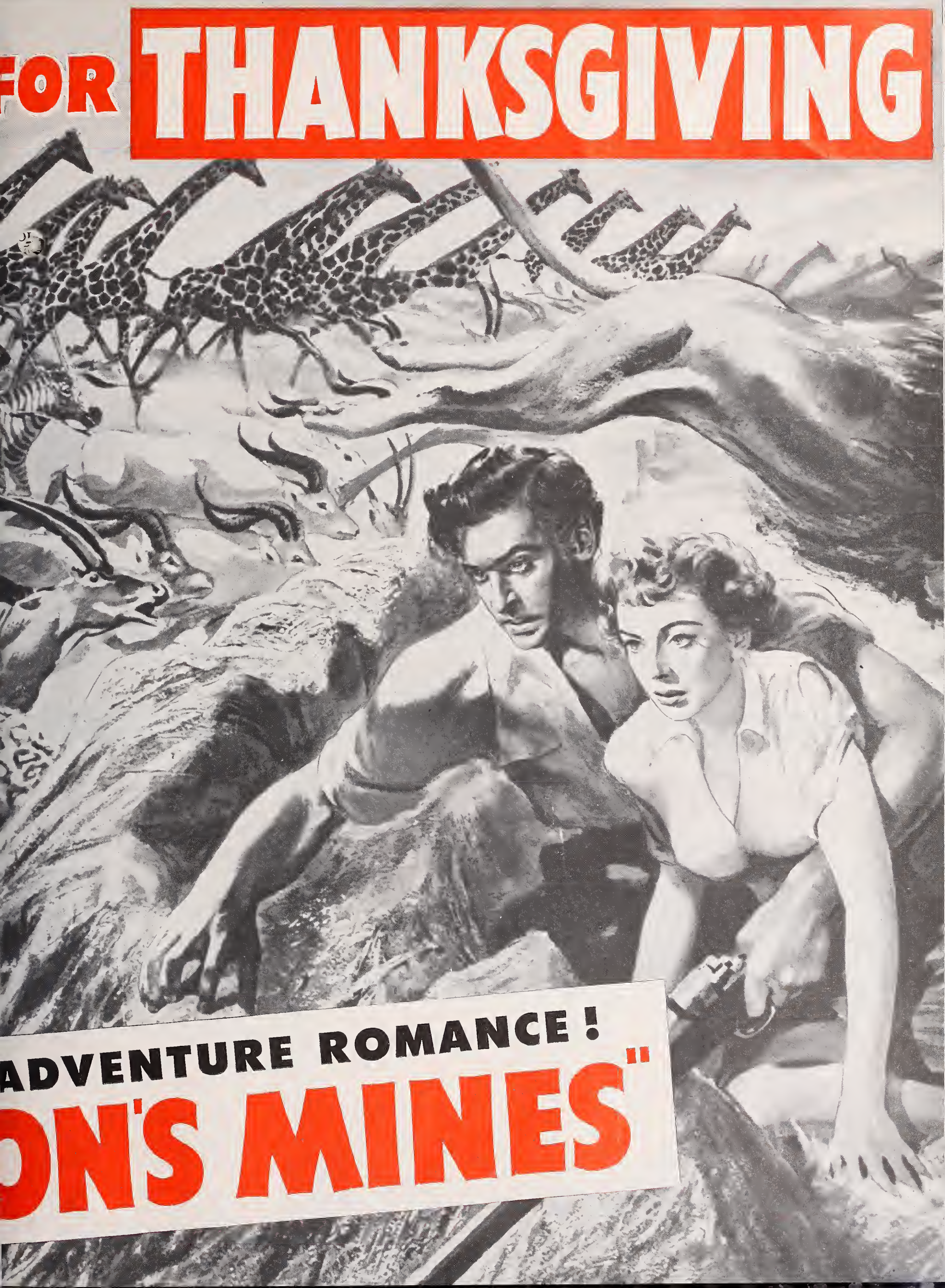
Ermete Santucci, Italy: The government's placing of restrictions on American pictures has stimulated public interest in them. Italian magazines freely publicize U. S. films and stars.

Louis Piret, Belgium: Personal appearances of American film stars is of high promotional value. Showmanship is easy to handle in Belgium since publications request all available information.

THE BIGGEST PICTURE

M-G-M's GIANT TECHNICOLO

"KING SOLOM


FOR THANKSGIVING
ADVENTURE ROMANCE!
ON'S MINES"

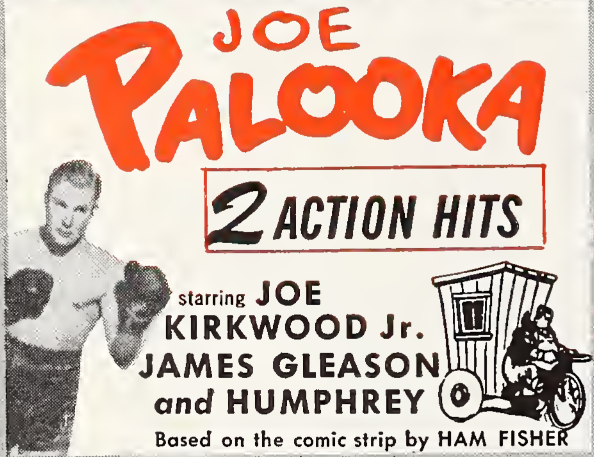
MONOGRAM for 1951

The ALL-AMERICAN PARADE of HITS!

4 Cinecolor SPECIALS

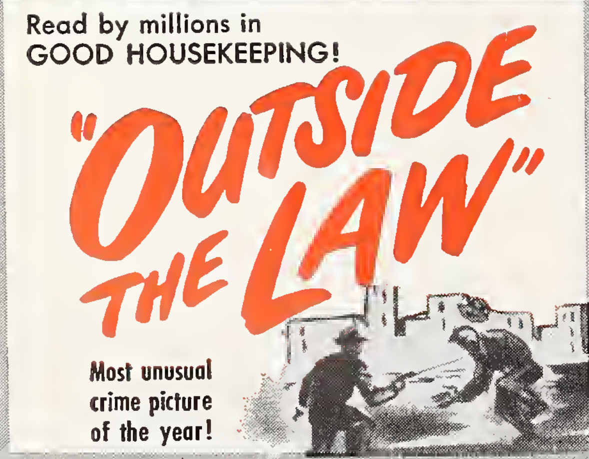
FLIGHT TO MARS

SIGN OF THE PIRATE

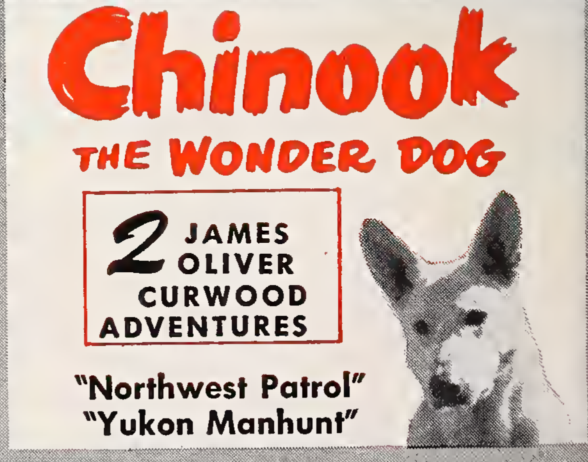

JOE PALOOKA
2 ACTION HITS
starring JOE KIRKWOOD Jr. JAMES GLEASON and HUMPHREY
Based on the comic strip by HAM FISHER

"RHYTHM INN"
Two big name bands!
Ten sock songs!
Packed with love and laughter!

"Casa Manana"
Riotous musical romance in gay, glamorous Mexico City!


Read by millions in GOOD HOUSEKEEPING!
"OUTSIDE THE LAW"
Most unusual crime picture of the year!

Henry
2 Hilarious Comedies
RAYMOND WALBURN
WALTER CATLETT
GARY GRAY
"Father's Wild Game"
"Father's Blonde Trouble"


Chinook THE WONDER DOG
2 JAMES OLIVER CURWOOD ADVENTURES
"Northwest Patrol"
"Yukon Manhunt"

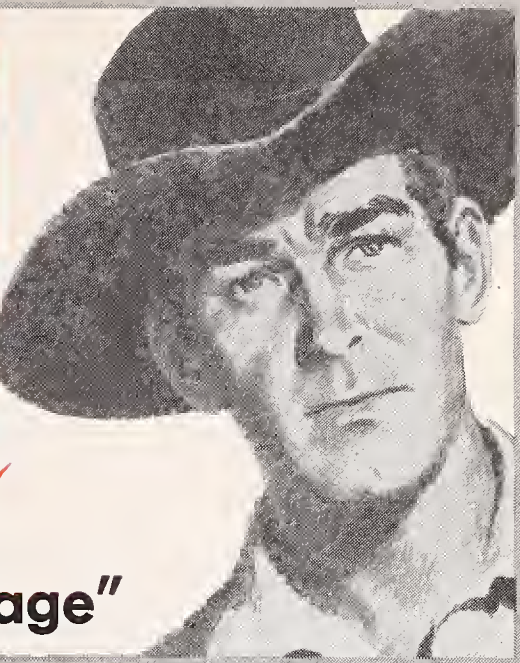
Monogram's Sensational "LITTLE RASCALS" Shorts—

ROD CAMERON

COLOR BY
Cinecolor

2 GOLD BANNER ATTRACTIONS!

"Cavalry Scout" and "Fort Osage"



Bomba THE JUNGLE BOY

2 AFRICAN THRILLERS!

starring
JOHNNY SHEFFIELD

"Elephant Stampede"
"The Lion Hunters"

WAYNE MORRIS

2 OUTDOOR ADVENTURES!

"Trail Dust"
"Submarine School"

LEO GORCEY and the Bowery Boys

4 Comedy Riots!

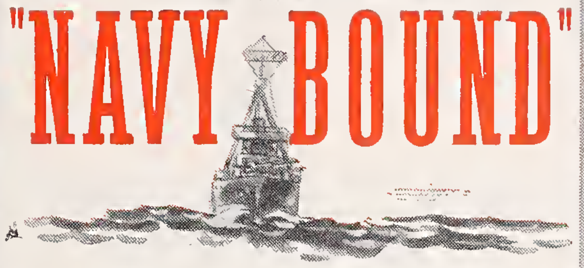
"Bowery Battalion"
"Ghost Chasers"
"Jinx Jockey"
"Knights of the Square Table"

"THE OTTAWA STORY"

Amazing revelations of Canada's secret service!

Talbert Josselyn's wonderful COLLIER'S Magazine story!

"NAVY BOUND"



Gobs of gals and gobs of fun with those fighting sons-of-gunners!

Master of A Terror Ship!

"THE SEA TIGER"

Danger and action in tropic seas!

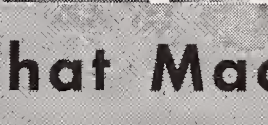
2 WESTERN SPECIALS

"THE Maverick"

"CATTLE KING"

JOHNNY MACK BROWN

Top hand of the Saddle Kings!



6 BULLET-STREAKED BONANZAS!

Whip WILSON

Cowboy sensation of the roaring west!

6 WHIP-LASHED ACTION HITS!

The Kid Comedies That Made The Whole World Laugh!

Motion Picture Daily Feature Reviews

"Two Flags West"

(*20th Century-Fox*)

INTO the conventional mold of U. S. Cavalry-versus-Indians drama, producer Casey Robinson has poured a rugged story of frontier fighting in the 1860's.

Sparked by intra-cavalry hostilities occasioned by the war between the North and South, the tale is acted out in creditable style by a top-notch cast headed by Joseph Cotten, Linda Darnell, Jeff Chandler and Cornel Wilde.

The main setting is a U. S. Army fortress which lies in the heart of the bleak New Mexican desert. It is the ultimate outpost in the Federal Government's war with the Apaches.

Patently, these ingredients add up to better-than-average box-office prospects for "Two Flags West," a title, incidentally, that has compelling dramatic snap. Based on a story by Frank S. Nugent and Curtis Kenyon, the picture was directed by Robert Wise with a good grasp of the excitements of hand-to-hand combat and brooding hatreds.

Cotten heads a band of Confederate prisoners-of-war who accept amnesty in exchange for their military services against the Indians in New Mexico. The fort to which they are assigned is in charge of an embittered Union major, Chandler, whose contempt for the band of Southerners is matched by the latters' irreverance for everything with a Northern flavor.

In the background stands the constant threat of an Apache attack. In time, a veritable army of Indians moves against the fort after Cotten and his men had succeeded in carrying out a plan of desertion. Unwilling to leave the small contingent of troops at the mercy of the savages, particularly since Miss Darnell, whom he obviously loves, is also an occupant of the besieged fort. Cotten decides to return with his men and join in the battle. A wild melee ensues when the Indians storm the fort. The red men offer peace to the all-but-defeated whites if they will hand over the major, who brought on the attack by shooting down the Apache chief's son. Chandler volunteers to sacrifice himself, and does so to the admiration and respect of all who had disliked him, including Cotten, his rival for Miss Darnell's affection. Supporting roles are handled by Dale Robertson, Jay C. Flippen, Noah Berry, Harry Von Zell, John Sands and Arthur Hunnicutt.

Running time 92 minutes. General audience classification. For November release.

CHARLES L. FRANKE

"Surrender"

(*Republic*)

THE story of a scheming woman whose thirst for wealth and power leads to her downfall has been recounted against a frontier setting in Republic's "Surrender." A large cast and a resourceful production treatment has been accorded the film. Narratively it seems a grab bag of things seen and heard in many plots before.

Vera Ralston plays the ambitious siren whose desire for easy fortune brings ruin to many. Shortly after her arrival in town she seems attracted to John Carroll, a shady gambler. However, when Miss Ralston learns about newspaperman William Ching having a fortune, she goes off and marries him. Obviously this impetuous marriage seems foredoomed, and its destruction is hastened when Francis Lederer, Miss Ralston's husband out of the past, reenters the scene. The screenplay, concocted by James Edward Grant and Sloan Nibley, has in it such assorted elements as murder, romantic cross-currents, blackmail, flights, pursuits, gunplay and fisticuffs. Toward the finale the past catches up with Miss Ralston and Carroll. The ending sees both of them ambushed and killed by the forces of the law.

Others in the cast include Walter Brennan, as a quick-triggered, Bible-quoting sheriff, and Maria Palmer, as Miss Ralston's sister. The picture's title derives from the song of the same name which runs throughout.

A Herbert J. Yates presentation, it was directed by Allan Dwan as adequately as the material allows.

Running time, 90 minutes. General audience classification.

MANDEL HERBSTMAN

"Chain Gang"

(*Columbia*)

A GRIM account of the workings of an evil chain gang system is drawn in this Columbia drama. The film has been made along formula lines but it manages to sustain its action and suspense throughout.

Douglas Kennedy is presented as a newspaperman who is bent on exposing the horrors of the chain gang in his state. Masquerading as a prison guard, Kennedy gets a job at the prison and is attached to a chain gang detail. Here he beholds all the miserable conditions which he converts into crusading copy. Armed with a tiny camera in the shape of a cigarette lighter, he also manages to get some convincing pictures.

In time, the gang captain, a sadist portrayed by Emory Parnell, learns about Kennedy's activities and orders him properly "worked over." Kennedy escapes and soon a manhunt is on with hounds and all. In the course of his flight Kennedy is shot, making his escape all the more trying. He manages to keep one step ahead of his pursuers through desperate guile. Finally he takes refuge in a neighborhood house, but this almost results in capture. After a series of more ordeals, Kennedy manages to get back to his newspaper and finish his series of articles which helps bring about needed reforms.

As a newswoman on a rival paper, Marjorie Lord provides the romantic touch. Sam Katzman produced and Lew Landers directed, from a screenplay by Howard J. Green.

Running time, 70 minutes. General audience classification. For November release.

M. H.

"Trio"

(*Gainsborough-Paramount*)

IN a foreword, Somerset Maugham says: "If you hadn't liked the four stories . . . in 'Quartet' we shouldn't have been encouraged to show you three more. . . . Of course, we know it's a risk to try to repeat a success and it's for you to judge if we were well-advised or not."

The judgment is Sydney Box was well advised in making "Trio" although it is not the picture its forerunner was. Nevertheless, the successor [illegible]ry good and certain of a warm reception wherever better things are want[illegible]

The three Maugham stories which comprise "Trio" are unrelated except for authorship and production. They are:

The Verger which deals with James Hayter, for 20 years a lowly church attendant who loses his post when the new vicar discovers he can neither read nor write. Hayter ponders his future, decides to invest in a tobacconist shop, develops a chain, rises to important business success and considerable wealth. That's all there is to it, but this amusing and ironic vignette is performed with all naturalness and full believability. Ken Annakin directed.

Mr. Knowall is about a socially obnoxious jeweler who makes himself thoroughly disliked on a long voyage outward bound from England. He is loud, persistent and a generally annoying braggart. The climax of this little tale develops when he gallantly forfeits a wager in order to preserve the obvious indiscretion of the wife of one of the passengers who labors under the impression her pearl necklace is not genuine. Nigel Patrick plays the lead. Annakin also directed.

Sanitorium takes place in a Scottish tubercular rest home. Longest of the three it skilfully shows the lives and the reactions of the assorted patients, then concentrates on Jean Simmons and Michael Rennie and the romance between them. The pivot of the story, with an underlying note of tragedy, revolves around their decision to grasp a limited happiness by marrying despite the warning of the doctor that their alliance will be short-lived. Performances are excellent. Harold French directed.

Anthony Darnborough produced the three subjects as a Sydney Box Prod. for Gainesborough of London.

Running time, 91 minutes. General audience classification. Release date, not set.

RED KANN

"Fast on the Draw"

(*Lippert*)

FIGURATIVELY speaking, the guns that are drawn in "Fast on the Draw" are full of blanks. Certainly the picture doesn't come off, and director Thomas Carr and Ron Ormond and Maurice Tombragel, writers of the original screenplay, will probably think twice before they try again to combine what should be a riding and shooting Western with psychological drama. Russ Hayden, Jimmy Ellison, Raymond Hatton and Fuzzy Knight do their best, but it is not enough.

Ellison portrays a sharp-shooting cowboy who has a mental block every time he lifts his guns to shoot someone. Hayden, his partner, decides the only way to cure him is to have him made a U. S. Marshal and force him to shoot. It is only after some 45 minutes that Ellison ties up a current gangster with the death of his parents and finally brings about law and order.

Running time, 55 minutes. General audience classification.

"The Vatican"

(*Columbia*)

VATICAN City is brought to the screen in all of its resplendent beauty in this 38-minute Technicolor featurette. One of several being put out by various companies in keeping with the Holy Year, this one shows the mark of resourcefulness in all departments. The color is especially effective in capturing the beauty and grandeur of the subject.

An international Phoenix—Seven League Production released through Columbia, the film is a handsome travelogue of the Holy City. Unfolding in measured pace, it brings the audience into revealing view of Rome's edifices, art treasures, costumes and ceremonials. The picture builds up to a crescendo-like finale in which the Holy Father comes into view. The narration is eloquent and the photography noteworthy. Guido Manera and Hans Nieter produced; the latter also co-directed with Giuliano Tomei.

Running time, 38 minutes. General audience classification.

M. H.

"Border Rangers"

(*Lippert*)

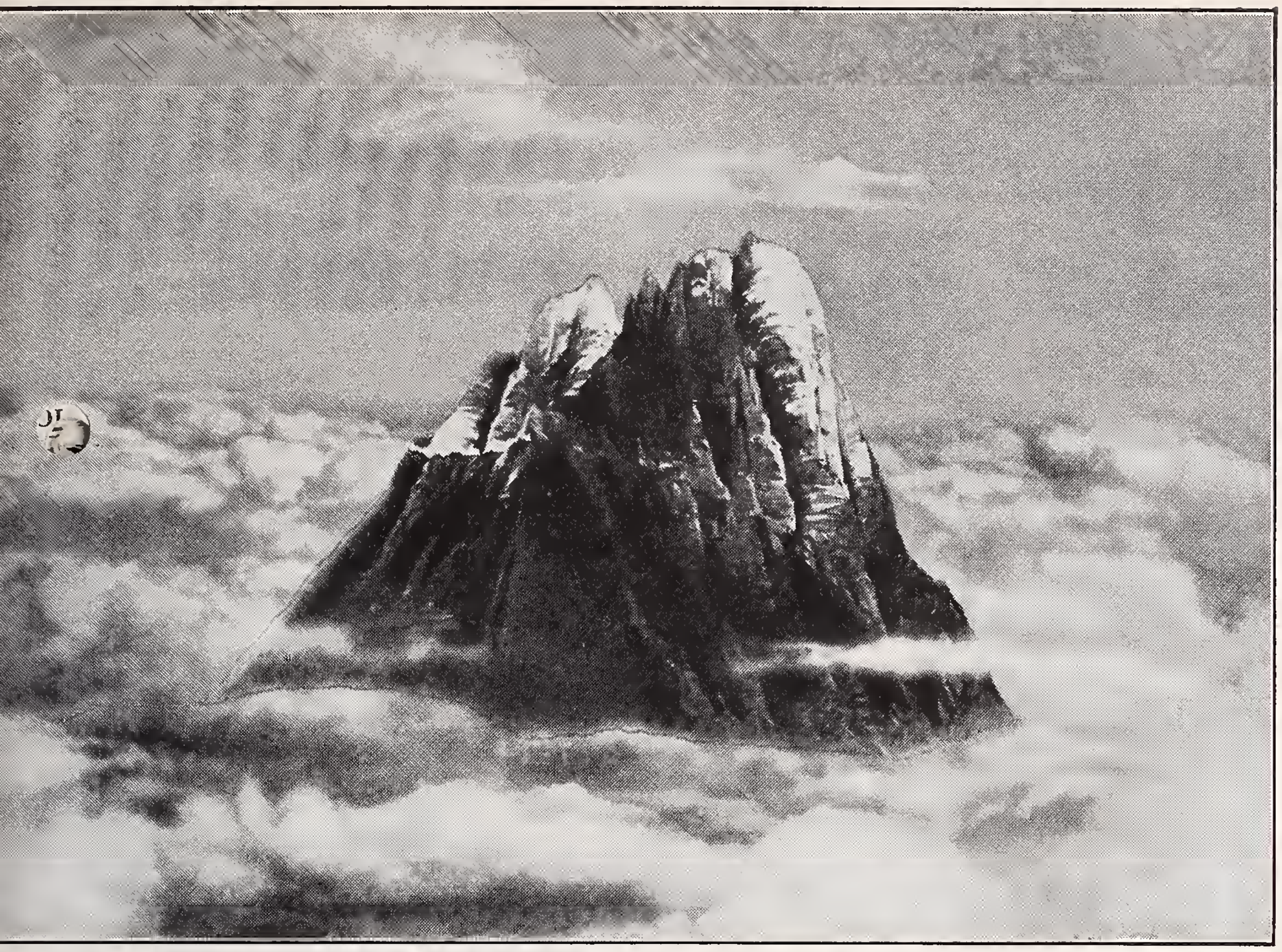
Hollywood, Oct. 9

PLENTY of action and a straightforward story make this Western, starring Don Barry, a lively, attention-getting production. William Berke produced, directed and helped write the script, with Victor West.

The picture opens with the murder of a Texas Ranger who had been crowding a bandit named Mungo (Robert Lowery) too closely for the latter's comfort, and moves on to the enrollment of the victim's brother, played by Barry, in the Rangers on condition that his first assignment be the apprehension of Mungo. Barry adopts the name of an outlaw whom he slays in the line of duty and manages to join up with the Mungo gang, now holed up in Mexico, for the purposes of luring the gang back across the border and into a Ranger trap set up around an El Paso bank. Although several complications intervene, the project is successful.

Running time, 57 minutes. General audience classification.

(*Additional review on page* 18)



FIRST AIR MAIL EDITION OF MOTION PICTURE DAILY

Thanks
and congratulations
Martin Quigley
for the fast work in
getting this good news
to your subscribers!

ROCKY MOUNTAIN' REACHES NEW HIGH!

Warners' Blanket Promotion Gets Record Coverage . . . 3 Networks! CBS, ABC, NBC — 58 Broadcasts! Newspaper Syndication, Full-Page News-Photo Reports, Newsreel, Magazines.

RECORD BUSINESS IN 1ST DOZEN DATES

320 More Openings Cash-in Next Week!

ERROL FLYNN AND STARDOM'S NEW LOVELY LADY... **PATRICE WYMORE**

ROCKY MOUNTAIN

with SCOTT FORBES · DIRECTED BY WILLIAM KEIGHLEY · PRODUCED BY WILLIAM JACOBS

Screen Play by WINSTON MILLER and ALAN LeMAY
From a Story by Alan LeMay Music by Max Steiner

National Pre-Selling

PARAMOUNT has set a comprehensive tieup for "Let's Dance" with Prim Hosiery Corp., and Fred Astaire Dance Studios, which will be sparked by national magazine and newspaper copy featuring Betty Hutton, who stars with Astaire. Prim has set a window-trimming contest for dealers starting Oct. 15 with $100 savings bonds awarded as prizes to display directors. The Fred Astaire Studios will proclaim "Let's Dance Week" during the run of the picture in all of their cities. Every woman who enrolls will receive a pair of Prim "Let's Dance" nylons.

•

Fifteen thousand delegates attending the 43rd Annual Worldwide Convention and Exposition of the Milk Industry Foundation will be given a special preview of Universal-International's comedy, "The Milkman" in Atlantic City on Oct. 17. An eight-page promotional booklet has been prepared by the Foundation to guide its members on the film.

•

The $15,000 *contest to find "Marguerite" as special exploitation for Monogram's new Cinecolor picture, "County Fair" will close on Oct.* 15. *The winner will get a boodle-bag of prizes, but Monogram has already won* 32,500 *radio and television plugs on the air, which is the number of sponsors multiplied by the number of times they have mentioned the contest.*

•

Twentieth Century-Fox will break its national magazine advertising campaign on "An American Guerrilla in the Philippines" in the November issues of *Good Housekeeping*, on the stands Oct. 20; *Woman's Home Companion*, Oct. 20; *Coronet*, Oct. 25; *Red Book*, Oct. 27; *Cosmopolitan*, Oct. 27; *Seventeen*, Nov. 1; *Saturday Evening Post*, Nov. 1; *Life*, Nov. 3, and *Look*, Nov. 7.

•

M-G-M will advertise "Two Weeks with Love" in November fan magazines as follows: one page in two colors, in *Modern Screen, Screen Stories, Movieland, Screen Guide, Screenland, Silver Screen, Motion Picture, Movie Story, Movie Life, Movie Star Review* and *Photoplay*.

•

"Union Station" grossed $35,000 *for the benefit of the Sister Kenny Foundation in its premiere at the Paramount, on Broadway, last week. The blueprint will be followed in other key runs.*

•

S. Barret McCormick, national advertising director for RKO Radio, has full-page, black-and-white ads on "Mad Wednesday" appearing in *Collier's* of Oct. 21, *Saturday Evening Post*, Oct. 21, and *Look* on sale Oct. 24.

•

Si Seadler, M-G-M advertising manager, is plugging "King Solomon's Mines" as "The Picture of the Month" for November in one-column space in *American* magazine, *Collier's, Cosmopolitan, Good Housekeeping, McCalls, Seventeen, True Story*, and *Woman's Home Companion*.

—Walter Brooks

Final Master Plan Set for 'Scheduled Performances'

A final step-by-step master plan of 20th Century-Fox's "scheduled performance" showings of Darryl F. Zanuck's "All About Eve" was released here yesterday by the company. It comprises a large portion of a forthcoming press-book on the picture, and sets forth a blue-print based on months of research and discussions with exhibitors over the country in an attempt to facilitate the operations of the unique presentation policy, the company stated.

Beginning with an outline of the policy as laid down recently by Andy W. Smith, Jr., distribution vice-president, the plan carries all of the points suggested in the distribution chief's memorandum to sales personnel. This statement of policy covers such items as single feature showing of the film; not seating patrons once the picture starts; clearing the house after each performance; selling tickets in advance, and advertising the new policy well in advance of the opening.

The first announcement of the policy, it is suggested, should be made at least three weeks in advance of the exhibition date. This should be made with a trailer as well as in newspaper ads and in publicity. A special trailer for this purpose has been made available by the company.

"The desire of most people to see a picture from the beginning, as well as the novelty of the 'scheduled performance' plan should get further assistance from local Chambers of Commerce, Better Business Bureaus, educators, and others in an endorsement campaign commending the theatre on its forward stride in making patronage of the theatre easier and with more comfort," the company recommends.

The press book also recommends that a special hard ticket be used; however, if roll tickets are sold either by hand or from machines they should be clearly stamped with the time and date of performance to avoid confusion and over-seating for a specific performance.

A special additional box-office is recommended to handle the advance sale. In addition, many theatres "might put tickets on sale in cigar stores, drug stores, stationery stores, hotels, etc." In this connection, it is suggested that any theatre circuit that operates other houses in a town, particularly neighborhood houses, should arrange to handle advance sale tickets at those theatres for the convenience of patrons who do not want to go downtown to purchase seats. Cross-plug trailers may also be used in this kind of set-up, the master plan further recommends.

It is suggested, too, that a newsreel, a cartoon or any other short subject be used in order to fill out the time required for each show. Since the picture runs two hours and 18 minutes, this will approximate a three-hour performance. This program should be decided upon by the individual exhibitor to suit his local conditions, it is pointed out.

Sixteen from DuMont To Service in Month

Sixteen members of the staff of DuMont Television have left the company within the past month to join the Armed Forces.

They are Marinus Bruinooge, Charles Terhune, Donald Baker, George Doescher, Howard MacMillan, Ronald Kreuger, Frank De Lillo, William Binns, Edward Hlipala, Henry Hughes, Millard Nolze, Herbert Gary, John Lewis, Ralph Constable, James McIlroy, Edward Kunz, and Angelo Calderone.

New One for Airdrome

Hartford, Oct. 9.—Newest drive-in theatre to open for business in Connecticut is the 600-car Lake Drive-in on Route 69A between Waterbury and Meriden.

British Film Academy Elects Six Fellows

London, Oct. 9.—The British Film Academy has elected its first six Fellows, "considered by the creative leaders of the industry to be worthy of the distinction for outstanding creative work over a period of years." They are Cecil Hepworth, George Pearson, Anthony Asquith, Sir Michael Balcon, Sir Laurence Olivier and Carol Reed.

Frank Gross, 65, Cleveland Pioneer

Cleveland, Oct. 9.—Frank Gross, 65, president of Theatre Enterprises operating a circuit of independent theatres in Cleveland and Bedford, and one of the earliest local exhibitors, died at his home here yesterday.

Canadians Believe That Joint US-UK Film Censorship Is Legally Possible

Ottawa, Oct. 9.—It is understood here that it is legally possible to establish effective film censorship control by an international pact between Canada and the United States authorities to carry out the proposal put forth before the first national convention of pronvincial censors of motion pictures in Toronto. At present, it is emphasized here, no such discussions have taken place to reach such an agreement.

The statement made to convention delegates by J. J. Fitzgibbons, president of Famous Players Canadian Corp., of Toronto, that some form of international agreement could be envisaged by him as the likely solution of the problem of how to regulate television programs, has roused considerable interest in the motion picture business in Canada. He added at the same time that it would not be long before television became connected with all nations of the world by cable or microwave.

Coming Events

Oct. 10-11—Theatre Equipment and Supply Manufacturers Association trade show and convention, Stevens Hotel, Chicago.
Oct. 11—Metropolitan New York Exhibitors Luncheon Testimonial for A. W. Smith, Jr., Hotel A[illegible]r, New York, 12:30.
Oct. 11—Cinema Stamp Collectors meeting, Hotel Astor, New York
Oct. 13-14 — Paramount regional sales meeting, Warwick Hotel, New York.
Oct. 13-14 — Paramount regional sales meeting, Toronto.
Oct. 15 — Florida State Theatre Owners meeting, Jacksonville.
Oct. 16-20—Society of Motion Picture and Television Engineers 68th semi-annual convention, Lake Placid Club, Lake Placid, N. Y.
Oct. 18-19 — Kentucky Association of Theatre Owners convention, Brown Hotel, Louisville.
Oct. 19—New York Independent Theatre Owners Association Annual Installation luncheon, Hotel Astor, New York, 12:30.
Oct. 20-22—Variety Clubs International annual mid-year conference, William Penn Hotel, Pittsburgh.
Oct. 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Oct. 27-28 — Paramount regional sales meeting, Stoneleigh Hotel, Dallas.
Oct. 27-28 — Paramount regional sales meeting, Winnipeg.
Oct. 30-Nov. 1—Allied Independent Theatre Owners of Wisconsin annual convention, Hotel Schroeder, Milwaukee.
Oct. 30-Nov. 2—Theatre Owners of America national convention, Shamrock Hotel, Houston.
Oct. 31—Motion Picture Theatres Association of Ontario annual convention, King Edward Hotel, Toronto.

'Shoot the Works' for 'Destination Moon'

Chicago, Oct. 9.—Eagle Lion Classics is shooting the works in promoting "Destination Moon," which opens here Wednesday at the Roosevelt.

ELC publicity men Chuck Moses, of the New York office, and Milton Overman, have worked up a big campaign, with Leon Brandt, ELC's national director of advertising, in town from New York, helping them, and special scientific assistance being given by R. L. Farnsworth, president of the American Rocket Society.

Today, tomorrow and Wednesday, "Destination Moon" men stroll through the crowded Loop in space suits. A promotion stunt was cooked up with the *Chicago Herald-American* whereby the paper's 50 teenage reporters were given a special screening and interviewed Albert V. Shatzel, assistant director of the *Adler Planetarium*, resulting in considerable press attention. Army and Air Force recruiting stations are being used too. They are exhibiting suits and equipment from the picture. Letters have been sent to high school principals, college professors, students, and scientists urging them to see the film. Records disc-jockeyed over networks, telecasts and numerous other promotion media further stressed the production.

FLASH!

REPUBLIC'S "SURRENDER" BIG IN BROADWAY OPENING-

BRANDT'S GLOBE

HERBERT J. YATES presents

SURRENDER

STARRING

VERA RALSTON

JOHN CARROLL · WALTER BRENNAN

with FRANCIS LEDERER · WILLIAM CHING · MARIA PALMER
and JANE OARWELL · RAY BARCROFT · PAUL FIX

Screen Play by James Edward Grant and Sloan Nibley
Story by James Edward Grant · Directed by ALLAN DWAN

A REPUBLIC PICTURE

Republic Pictures Corporation—Herbert J. Yates, President

TV Impasse

(*Continued from page* 1)

lacs,' to break the log-jam on theatre television equipment.

"Once the equipment impasse is solved, the development of exclusive box-office programs in theatre television will follow immediately, because there will be enough seating capacity to support good television shows."

Drawing the attention of theatrical equipment manufacturers and suppliers to the theatre television potentials, Halpern said that he estimated "a potential total revenue of $500,000,000 in theatre television system capital equipment, plus an operating revenue of $5,000,000 dollars yearly for maintenance and service." He explained that these estimates included the equipment for individual theatre showing, studio and mobile pickup originations and interconnection facilities for theatres and areas.

In discussing the manufacturers' integral stake in theatre television, Halpern outlined a number of recommendations to the industry:

1. "One of the biggest roadblocks in theatre television progress is the current price of about $25,000 for equipment. The current theatre television models are all in the Cadillac class. It is necessary that manufacturers consider the feasibility of early development of lower priced Ford models in theatre television equipment. These Ford models, priced for the treasury of most theatres, can open the road to more rapid theatre television growth."

2. "With recent developments in color television, the importance of immediate progress towards color theatre television cannot be over-emphasized. Manufacturers would be letting down this industry if they did not prosecute vigorously their research and development programs for color television in theatres as quickly as possible. But exhibitors, no less than television broadcasters, cannot afford to sit back and wait for color television tomorrow without operating black-and-white today."

3. "The development of efficient television connections between theatres and areas on an economic basis is of supreme importance in theatre television operations. It is possible at times to interconnect theatre television today by using telephone facilities, coaxial cable, matched pairs or microwave radio relay. The trouble is that these facilities are terribly restricted and overloaded, not technically adequate for many of the programs desired for theatre television, and cost excessively for the uses involved. To this end, the forthcoming hearings by the Federal Communications Commission for the allocation of air frequencies specifically for theatre television are most important and deserve industry-wide support."

4. "Further improvements are needed in directional theatre screens for the direct projection system, so that it will be possible to operate a single superior screen for both television and films."

5. "It is necessary that the industry develop adequate technical personnel to man the installation and operation of theatre television equipment on an efficient basis. The recent training program instituted by RCA for theatre television operation are to be commended."

In conclusion Halpern said, "For the past few weeks nine theatres have televised football in seven different areas, the largest simultaneous showing in theatre television history. All in all, theatre television is off to a good start. In the next period ahead, the improvement of both programs and equipment must be synchronized to the more rapid pacing of theatre television growth. For theatre television must grow rapidly to stimulate public interest before public television habits become ingrained outside the theatre."

Review

"The Milkman"

(Universal-International)

JIMMY DURANTE and Donald O'Connor have teamed up together for a rollicking comedy that pays jovial tribute to that American institution—the milkman. There is something about Durante that can invest an ordinary line or situation with full-bodied laughter. The picture is one that reaches into about every department of comedy and ranges from routine to excellent. At all times it is diverting entertainment that will appeal to the entire family.

The screenplay is an easy going affair devised largely as a springboard for the talents of Durante and O'Connor. The former is a milkman of 25 years' experience, and apparently all the days of his years have been marked with song. Durante decides to get his young friend, O'Connor, a job with his company. As could be expected, O'Connor's milk route soon turns into a scene of unusual happenings. Complicating matters is the fact that O'Connor's father is the president of a rival milk company. As the story proceeds, O'Connor is accidentally involved in a theft and murder plot. This leads to some wild chases, with the police after O'Connor, O'Connor after the criminals and vice versa. An army of milk truck drivers finally converges on the culprits and capture them. The ending sees a happy merger of the rival milk companies. There is also a merger with pretty Joyce Holden, O'Connor's heart throb.

A number of exhilarating touches stud the picture. Among them are Durante's self-driving milk truck, a scene in which Durante cooks breakfast on his electric blanket, and O'Connor's tendency to quack like a duck whenever nervous as the result of a wartime experience.

Ted Richmond produced and Charles T. Barton directed from the screenplay by Albert Beich, James O'Hanlon, Martin Ragaway and Leonard Stern. Among the songs are "Early Morning Song," "It's Bigger Than Both of Us," "That's My Boy," and "Nobody Wants My Money."

Running time, 87 minutes. General audience classification. Set for November release.

M. H.

25% of TESMA Equipment Display Involves Drive-In Operations

CHICAGO, Oct. 9.—Opening day attendance at the annual TESMA-TEDA trade show at the Stevens Hotel here today suffered some because of heavy rain all day Sunday. However, despite the weather, about 1,500 theatre managers, exhibitors and others viewed the 125 various theatrical equipment exhibits put on by 100 manufacturers and dealers. Between 5,000 and 6,000 persons are expected to attend the trade show during the four-day session.

The effect of drive-in theatres on the American theatre scene is much in evidence at this year's show. About 25 per cent of the exhibit space is devoted to equipment which in some way pertains to drive-in theatres.

Also highly evident are the eating habits of film-goers. About 30 per cent of the exhibits are devoted to popcorn, candy and soft drinks.

Sullivan Urges All-Out Effort In Behalf of 'New Dynamics'

CHICAGO, Oct. 9.—Every skill and available dollar which the industry has must be brought into play in perfecting "new dynamics such as three-dimensional films and theatre television to win more patrons to our box offices," Theatre Owners of America executive director Gael Sullivan declared today in an address before the TESMA convention at the Stevens Hotel here.

"We can't afford to wait until color television comes to the home and there is a Coast-to-Coast network of television transmission," said Sullivan. "We face only oblivion if we disperse our energies on futile litigation among ourselves and continue to be suspicious and uncooperative with various branches of the industry one with the other."

Wilfred P. Smith, drive-in designer and operator, called for more showmanship on the part of drive-in operators, the use of TV trailers, correct screen lighting and staff co-ordination.

Other speakers were Paul J. Larsen, Claude Lee, Nathan L. Halpern and E. A. Hungerford, who demonstrated General Precision Laboratory's new theatre television system.

Oscar Neu, TESMA president, presided over the forum.

High Court Appeal

(*Continued from page* 1)

Justices Burton and Reed in favor of high court review.

Court officials would not say whether this highly unusual correction of a previously announced vote was a signal that next week or the following week the court would agree to reconsider the June 5 ruling. They said the court next week might very well refuse to change its mind. But film company officials were quite happy over the development.

The rehearing requests filed by the companies are still pending. The court will not announce decisions again until next Monday, and that is the earliest date at which any further action can be expected.

If only two justices were to switch now, the vote would be 4-to-3 in favor of hearing the film companies appeals.

Should the rehearing requests of the companies be granted, the government has asked that it have time to file a rehearing petition of its own on its appeal.

COMPO Plan

(*Continued from page* 1)

to four, each of whom will be selected on a regional basis.

The idea has been advanced as a logical and fair one for the great body of exhibitors in all parts of the country who will be called upon to help finance COMPO operations, as distinguished from other member organizations which will not contribute financially. It is felt that representation limited to two from each national exhibitor organization, and none of them selected with regard for regional representation, may ultimately prove a weakness in COMPO's organizational set-up.

In this respect, it is known that National Theatres has taken exception to what it regards as inadequate representation on COMPO for Western exhibitors. This has been cited as a principal reason why Charles Skouras, president of National, has not yet committed his huge circuit to participation in COMPO. Skouras is represented as feeling that, regionally, hundreds of his theatres are without even indirect representation on COMPO's board.

Skouras is a member of Theatre Owners of America, whose representatives on the COMPO board are Sam Pinanski, president, and Gael Sullivan, executive director, both of them Easterners. West Coast theatres are represented by the Pacific Coast Conference of Independent Theatre Owners, of which H. V. (Rotus) Harvey is president. Skouras's theatres are not members of PCCITO and, hence, he feels his Western operations are without regional COMPO representation.

His views are said to be similar to those held by other large circuit operators, who are said to have urged consideration of regional, as well as organizational representation on the COMPO board.

However, the plan for regional representation has made little progress and reportedly received a setback at Allied States' national convention in Pittsburgh last week where, outlined informally to Allied leaders, it was received coldly. Allied men are said to have taken the position that the present representation in COMPO is satisfactory to it and, thus, should be to other national organizations. They are reported to have viewed the new plan merely as "appeasement" for "dissidents" and probably would veto it if it is ever brought to a vote.

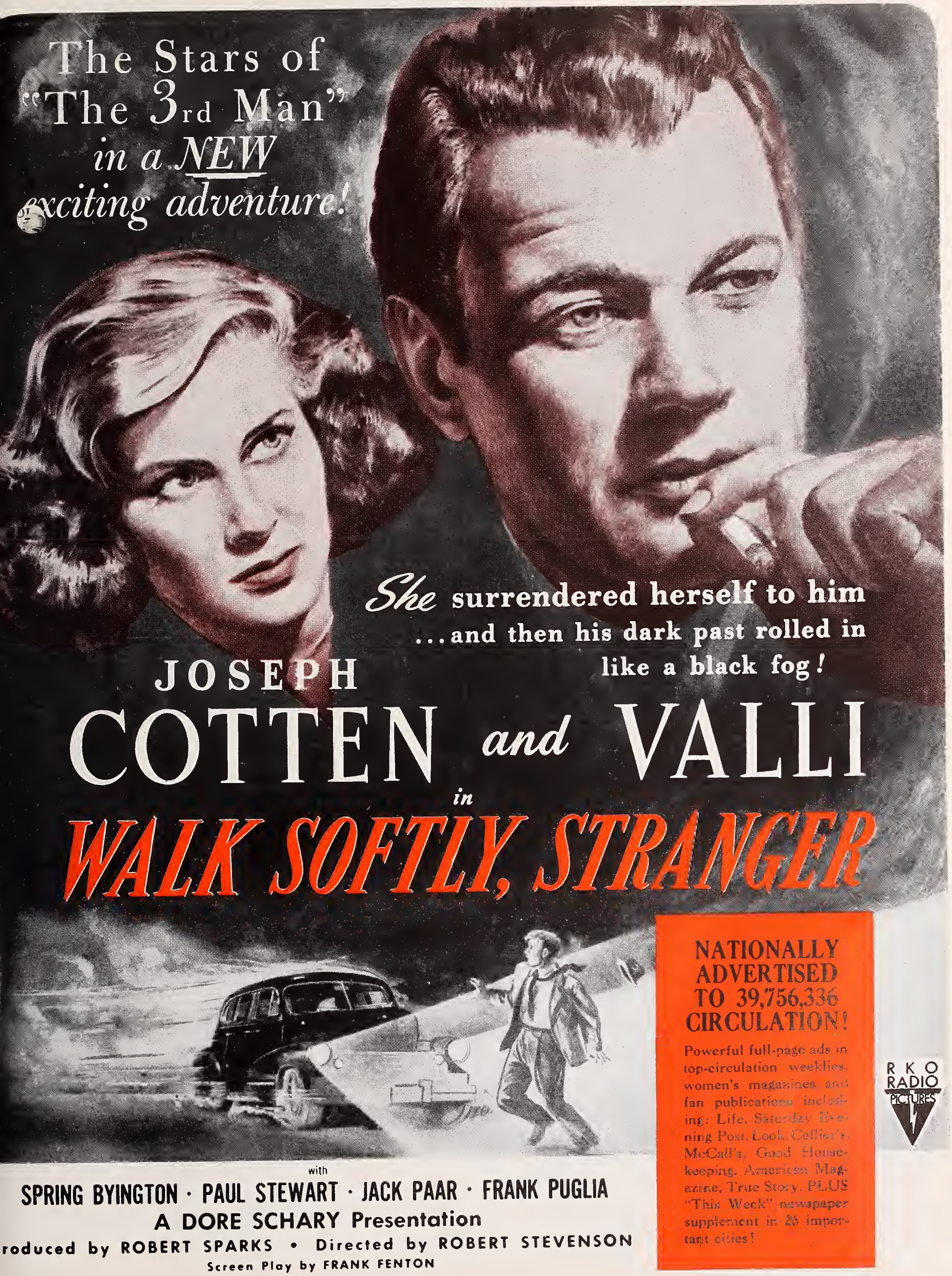
Atlanta Mayor Heads Welcome for 'Flags'

ATLANTA, Oct. 9.—Mayor William Hartsfield of this city will head a group of dignitaries who will greet the troupe of Hollywood personalities winging in from the Coast for the world premiere of 20th Century-Fox's "Two Flags West," at the Fox Theatre here Wednesday night.

Aboard the plane will be Richard Widmark, Richard Conte, Hugh Marlowe, Roddy MacDowall, Lois Andrews, K. T. Stevens, Marion Marshall and Betty Lynn.

Set Bow for 'Milkman'

CHICAGO, Oct. 9.—Universal-International's "The Milkman" will have its world premiere at the Riverside Theatre in Milwaukee on Nov. 2. It will open at the Chicago Theatre on Nov. 24.



The Stars of
"The 3rd Man"
in a NEW
exciting adventure!

She **surrendered herself to him**
...and then his dark past rolled in
like a black fog!

JOSEPH
COTTEN *and* VALLI
in
WALK SOFTLY, STRANGER

NATIONALLY ADVERTISED TO 39,756,336 CIRCULATION!

Powerful full-page ads in top-circulation weeklies, women's magazines and fan publications including: Life, Saturday Evening Post, Look, Collier's, McCall's, Good Housekeeping, American Magazine, True Story. PLUS "This Week" newspaper supplement in 26 important cities!

RKO RADIO PICTURES

with
SPRING BYINGTON · PAUL STEWART · JACK PAAR · FRANK PUGLIA
A DORE SCHARY Presentation
roduced by ROBERT SPARKS • Directed by ROBERT STEVENSON
Screen Play by FRANK FENTON

Supreme Court to Confer Saturday On 'Boundaries'

WASHINGTON, Oct. 9.—The Supreme Court did not act on the "Lost Boundaries" appeal at today's session—the first business session of the new 1950-51 term.

The justices are slated to discuss the case at a "conference" meeting next Saturday, and will probably say next Monday or the following Monday whether or not they will hear the appeal.

The court today did refuse to hear appeals by the Studio Carpenters against lower court decisions throwing out a series of damage suits which they brought against IATSE and Hollywood studios. The court did not act on a carpenters' request for a direct high court order to the National Labor Relations Board to prosecute unfair labor practice complaints against IATSE and the studios and to drop all proceedings looking towards certification of IATSE as the proper bargaining agent for studio carpenters.

Four carpenters' appeals are part of the old fight against the IATSE. Three of the cases sought damages for the local and individual members for alleged breach of contract by the studios and conspiracies between the studios and IATSE. The Ninth Circuit Court of Appeals threw out these cases on the ground they were controlled by earlier decisions against the carpenters and that nothing in the three new cases required a change in the earlier rulings. The high court yesterday refused to hear the appeal from the Ninth Circuit's ruling.

'U' Promotion

(Continued from page 1)

and Rio de Janeiro no more than "an overnight plane hop from Hollywood or New York," world premieres of future U-I pictures backed by the personal appearances of personalities, can be mapped on a global scale in the same effective manner as key city and territorial openings in the domestic market, Blumberg indicated.

The worldwide forum for the interchange of showmanship ideas revealed that advertising, publicity and exploitation patterns which have been effective in successfully launching a picture in the key cities of the United States have proven equally effective, with certain modifications and adaptations to the peculiarities and customs of the particular country, in launching pictures in Europe, Australia, South America and the Far East.

Blumberg indicated that the domestic and foreign promotional forces of U-I will henceforth work as a more closely integrated unit in the interchanging of ideas and the evolving of promotional planning.

The conference, called by Alfred E. Daff, head of foreign distribution for U-I, and David A. Lipton, national advertising-publicity director, as "the first world-wide advertising and publicity meeting in the history of the motion picture industry," to complete plans for the global launching of "Harvey," will be concluded Friday in Hollywood. The advertising and publicity representatives from practically every area in which U-I films are exhibited, left New York last night for California.

TV Networks Minus Profits This Year

"No TV network will make money in 1950, but all hope to start reaping a harvest in a couple of years, as long as there's no third war," according to Merrill Lynch, Pierce, Fenner and Beane, Wall Street banking firm.

"The set-makers' profits are high, but their dividends are not, Merrill Lynch says, "because they need money to pay for bigger plants, work-in-process, and inventories." But one can look for more liberal dividends soon, "because most building programs will not be of the same magnitude as they have been heretofore," it was said.

NY Grosses

(Continued from page 1)

box-office. This is especially true for the Music Hall and the Roxy, traditional Meccas of the out-of-town filmgoer.

The Music Hall, for example, where "The Glass Menagerie" goes into a second week, took in its estimated $138,000 despite any Series blight on matinees and looks for another strong week at $130,000. "Sketchbook," produced by Russell Markert, is on stage. At the Roxy, "Mr. 880" dipped slightly from an estimated $90,000 for its first week to $85,000; the second and final week is expected to match that figure.

"All About Eve" opens its "Scheduled Performances" at the Roxy on Friday, with Martha Stewart, the Blackburn Twins and an ice show expected to help sell tickets on the experimental in-advance policy.

The Paramount is rolling up a good $73,000 for the opening week of "Union Station," with Duke Ellington's orchestra and Sarah Vaughan topping a stage bill. Another satisfactory opening is the "Breaking Point" at the Strand, where a $30,000 weekend is expected to add up to $60,000 for the first week. At the Capitol, "Born to Be Bad" bows out after two weeks with $35,000 expected for the final; "A Life of Her Own" will open there tomorrow, with Richard Himber's orchestra on stage.

The Series effect was marked at the Victoria, where a lack-lustre opening of "State Secret" on Saturday was followed by a smash $6,000 take on Sunday. A very strong $29,000 is seen for the first week. At Loew's State, a second week for "Toast of New Orleans" is expected to be fairly good at $24,000.

Among the longer runs, "Treasure Island" is holding up well at the Mayfair, with $14,000 expected for a 10th and final week. At the Rivoli, "No Way Out" is down with only $10,000 in sight for a final eighth week; "Two Flags West" will open there on Thursday. "Edge of Doom" is slipping at the Astor, with $11,000 expected for an 11th week, but will hold.

A one-week stand for "Surrender" at the Globe will do a mediocre $10,000, "Red Shoes" at the Bijou is expected to draw $6,000 in its 103rd week, with no complaints from the management. At the Park Avenue, "Madeleine" will conclude a seven-week run with a mild $3,000. "Madness of the Heart," another J. Arthur Rank production, will open there tomorrow.

Goldwyn and Mulvey Give Depositions

Samuel Goldwyn arrived in San Francisco yesterday from Hollywood to give a deposition in his $6,750,000 damage suit against Fox West Coast Theatres and 11 other companies and individuals, his office disclosed here yesterday. He is accompanied by James A. Mulvey, president of Goldwyn Productions, who flew from New York to make a deposition also. Goldwyn is represented by Joseph Alioto, San Francisco attorney.

Hearing was held yesterday on Goldwyn's motion for production and discovery of documents. A further hearing was set for Oct. 23.

The suit, filed last May 16 in San Francisco's Federal Court, charges the defendants with monopoly and violation of the U. S. anti-trust laws and seeks treble damages of $6,750,000. Named as defendants are Fox West Coast Theatres Corp., Fox West Coast Agency Corp., 20th Century-Fox Film Corp., National Theatres, Inc., Golden States Theatre and Realty Corp., United California Theatres, Inc., T. and D. Jr. Enterprises, Inc., San Francisco Theatres, Inc., Excelsior Amusement Co., Inc., Charles P. Skouras, R. A. McNeil and Michael A. Naify.

The complaint charges in part, that the defendants:

1. Combined the "tremendous buying power" arising out of their control of theatres, to purchase films on a non-competitive and monopolistic basis;
2. Used a boycott threat against producers and distributors unless their terms were complied with and tried to influence competitors to refuse to bid on such films;
3. Influenced, coerced and compelled producers and distributors to sell them motion pictures at lower prices; and,
4. Stifled competition for buying films by denying competitors access to the market.

Heineman to Survey 4 Western Exchanges

William J. Heineman, Eagle Lion Classics distribution vice-president, will leave here at the weekend for two weeks of big game hunting in Montana. Thereafter, he will go directly West to begin a survey of business activity at four ELC exchanges. He will visit Seattle, Portland, Minneapolis and Chicago, in that order and thereafter return to New York.

Older Services Today

WASHINGTON, Oct. 9.—Funeral services will be held tomorrow afternoon for Andrew H. Older, 33, Washington correspondent of *Film Daily, Radio Daily, The Hollywood Reporter* and *Box Office*.

Older died late Saturday of infantile paralysis after a three-day illness. He is survived by the widow and three children.

Brandt-RKO Deal

(Continued from page 1)

ing had been reached, one way or another.

Dembow's return to New York without a deal having been made would appear to indicate that negotiations may have been ended, providing he has adhered to his and Brandt's previously-announced intention in the matter.

Sale of Reade Stock In 12 Theatres to RKO Is Complete

Final completion of the deal by which RKO Theatres has acquired the 25 per cent Reade interest in Trenton-New Brunswick Theatres, at a purchase price reported to be $1,500,000, was announced here by Ned E. Depinet, RKO president yesterday.

"There has been an amicable settlement of the relations among RKO and the interests of Walter Reade and of the Storrs estate in connection with the Trenton-New Brunswick Theatres Co., which operates 12 theatres in Trenton and in New Brunswick, N. J.," Depinet said. "As a result of the settlement, the company will hereafter be jointly owned by RKO and the Storrs estate and will be operated under the management of RKO."

The settlement followed months of negotiation and litigation over the severance of the joint operation of the theatres, which was ordered dissolved under the court decree in the government's New York anti-trust suit. The Reade interests, headed by the Walter Reades, Sr. and Jr., countered RKO's original offer to buy the stock with a proposal that RKO sell its 50 per cent interest at book value.

Trustees of the Frank V. Storrs estate are Richard Huber, Allan Wolf and the Chase National Bank. Storrs, with Reade, Sr., founded the circuit in 1922.

Football-TV

(Continued from page 1)

ly held the attention of most sports-minded patrons.

Fabian's Fox in Brooklyn, which teleast the Notre Dame-Purdue upset, reported a slight increase over the opening game, but still had plenty of room in the house. Reception was excellent, however, and the audience reacted well, with a stadium spirit engendered. The same game was shown at the Fabian first run in Albany.

At Chicago, Balaban and Katz's State-Lake and Tivoli both reported slightly larger crowds for their "Big 10" telecasts, but the total was still only fair. Both houses reported excellent reception and favorable audience reaction.

At Detroit, the 4,000-seat Michigan Theatre televised the Michigan-Dartmouth game to an attendance of 1,500 persons—down a thousand from the opening game the week before.

New Palsy Director

Norman H. Kimball has been appointed public relations-fund-raising director of the Cerebral Palsy Society of New York City, it was announced by Jack Hausman, society president at the monthly executive board meeting of The Society.

MGM Group Sales

(Continued from page 1)

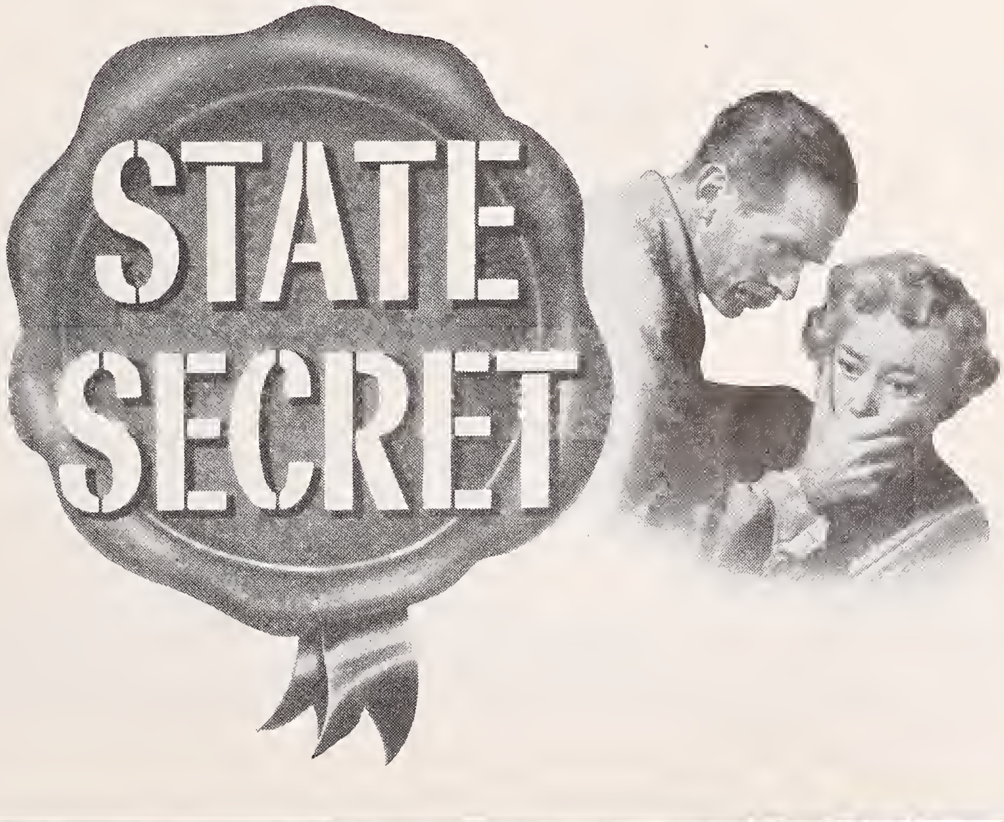
week. However, he stated it is not yet ready.

A. W. Smith, Jr., 20th Century-Fox distribution vice-president, made an announcement of a plan to sell 20th-Fox's full season's schedule to small town situations at one time, with a cancellation privilege, during his address to the Allied convention. Columbia, also, has made such a plan available.

This is a reproduction of a page appearing in the inaugural air mail edition of Motion Picture Daily

IT IS A MATTER OF AIR MAIL CONSEQUENCE TO ALL EXHIBITORS TO KNOW THAT A NEW HIT OPENED AT THE VICTORIA THEATRE, N.Y. TO RAVE REVIEWS

Douglas FAIRBANKS, Jr.
Glynis Jack
JOHNS · HAWKINS



with **HERBERT LOM**
A Frank Launder and Sidney Gilliat Production
Written, Produced and Directed by SIDNEY GILLIAT
A COLUMBIA PICTURE

1950
Yes—it's Columbia's Year!

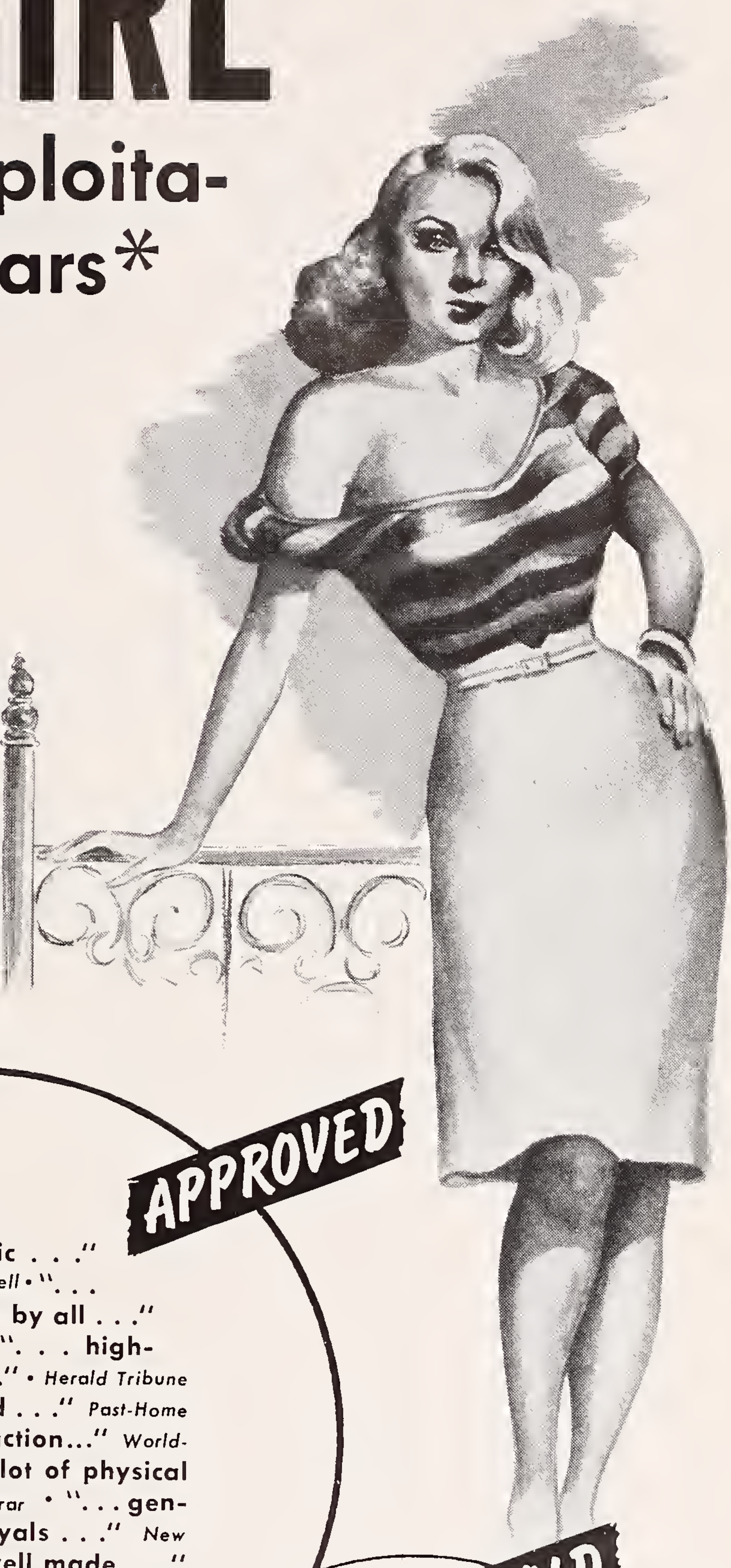
MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Aug. 20	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)		A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	SILVER RAIDERS Whip Wilson O		THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min. (Rev. 8/29/50)		(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	(Aug. Releases)		FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/1/49) (Release—Aug.)
Aug. 27	CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50) ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)	(Aug. Releases) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50) THE SUN SETS AT DAWN Walter Reed D	SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)		(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)		BORN TO BE BAD Joan Fontaine Robert Ryan D—94 min. (Rev. 8/22/50)	BROKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50)		ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)	KISS TOMORROW GOODBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	
Sept. 3	BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)	EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)			SUNSET BOULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)	LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D—60 min. (Rev. 8/31/50)	JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)	CARIBOO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)	THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)	DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D—77½ min. (Rev. 8/4/50) LOUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50)		THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min (Rev. 1/31/50) (Release—Aug.)
Sept. 10	STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)		A LIFE OF HER OWN Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	BIG TIMBER Roddy MacDowell O		FRISCO TORNADO Alan Rocky Lane O—60 min. (Rev. 9/11/50)	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)		MADNESS OF THE HEART Margaret Lockwood Paul Dupuis D	TEA FOR TWO Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	
Sept. 17	(Sept. Releases) THE PETTY GIRL (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50)	(Sept. Releases) NAUGHTY ARLETTE Mai Zetterling D—86 min.	DEVIL'S DOORWAY Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)	LAW OF THE PANHANDLE Johnny Mack Brown O—55 min.	(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)			MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50)	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)	(Sept. Releases)	PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	LIPPERT
Sept. 24	WHEN YOU'RE SMILING Jerome Courtland Lola Albright M—75 min. (Rev. 8/25/50)	HIGH LONESOME John Barrymore, Jr. Lois Butler O—81 min. (Rev.8/8/50) BLACKJACK George Sanders Patricia Roc D			UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)	PRISONERS IN PETTICOATS Valentine Perkins Robert Rockwell D—60 min. (Rev. 9/18/50)	EDGE OF DOOM Dana Andrews Farley Granger D—99 min. (Rev. 8/3/50)	PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)		SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix O—77 min. (Rev. 8/28/50)		
Oct. 1	INDIAN TERRITORY Gene Autry Gail Davis O—70 min. (Rev. 9/7/50) ACROSS THE BADLANDS Charles Starrett O—55 min. (Rev. 9/15/50)	HER FAVORITE HUSBAND Jean Kent C PAPER GALLOWS Dermott Walsh D	TOAST OF NEW ORLEANS (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)			REDWOOD FOREST TRAIL Rex Allen O—67 min. (Rev. 9/18/50)		FAREWELL TO YESTERDAY (Documentary) 90 min. (Rev. 9/12/50)		SHAKEDOWN Howard Duff Brian Donlevy Peggy Dow D—80 min. (Rev. 8/23/50) THE SLEEPING CITY Richard Conte Coleen Gray D—85 min. (Rev. 9/6/50)	THE BREAKING POINT John Garfield Patricia Neal D—97 min. (Rev. 9/11/50)	I SHOT BILLY THE KID Don Barry O—57 min. (Release: Aug.) (Rev. 8/2/50)
Oct. 8	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)		RIGHT CROSS June Allyson Dick Powell D—90 min. (Rev. 8/16/50)	CHEROKEE UPRISING Whip Wilson O		SUNSET IN THE WEST (Color) Roy Rogers O—67 min. (Rev. 9/27/50)	OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50)				TRAIN TO TOMBSTONE Don Barry O—56 min. (Release: Aug.) (Rev. 9/7/50)
Oct. 15	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie	(Oct. Releases) THE SECOND FACE Ella Raines D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D—91 min. (Rev. 10/4/50)	MODERN MARRIAGE R. Hadley D—66 min. (Rev. 4/6/50)	(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	THE MISSOURIANS Monte Hale O		MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50)	ELLEN Robert Young D	(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)	THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	
Oct. 22	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50) BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	SO LONG AT THE FAIR Jean Simmons D ONE MINUTE TO TWELVE D—90 min.	THE MINIVER STORY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)			NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50) I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)		WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)	GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	RETURN OF JESSE JAMES John Ireland D—75 min. (Release: 9/8/50) (Rev. 8/31/50)
Oct. 29	RAIDERS OF TOMAHAWK CREEK Charles Starrett O	TWO LOST WORLDS D—90 min.			CASSINO TO KOREA (Documentary—58 min.) (Rev. 9/26/50)				THREE HUSBANDS Eve Arden Emlyn Williams D	WOMAN ON THE RUN Ann Sheridan Dennis D'Keefe D—77 min. (Rev. 10/4/50)		HOLIDAY RHYTHM All-Star Cast M (Release 10/13/50)

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)

GOOD TIME GIRL

is the greatest natural exploitation title in twenty-five years*



GOOD TIME GIRL
SHE'S ALL BAD!

SHORTCUT TO SHAME!
GOOD TIME GIRL

TESTED

SHORTCUT TO SHAME!
GOOD TIME GIRL
SHE'S ALL BAD!
GOOD TIME GIRL

SMASH BUSINESS
GLOBE THEATRE
NEW YORK

APPROVED

"Cinemagic . . ." *Walter Winchell* • ". . . should be seen by all . . ." *Leonard Lyons* • ". . . high-pitched drama . . ." • *Herald Tribune* ". . . distinguished . . ." *Post-Home News* • "...violent action..." *World-Telegram* • ". . . a lot of physical action . . ." *Daily Mirror* • ". . . genuinely solid portrayals . . ." *New York Times* • ". . . well made . . ." ★★★ *Daily News* • "Good-time girls become tough-time girls in free-for-all..." *Look Magazine*

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SPECIAL EXPLOITATION CAMPAIGN

. . . Sharp ticket-selling copy and layouts . . . smash front ideas and posters! Now ready!

*WIRE — WRITE — PHONE

Your nearest EAGLE LION CLASSICS exchange for immediate bookings!

"GOOD TIME GIRL" starring **JEAN KENT** and the incomparable actress **FLORA ROBSON** star of the smash Broadway hit Black Chiffon

Associate Producer SAMUEL GOLDWYN, JR. • A Sydney Box Production

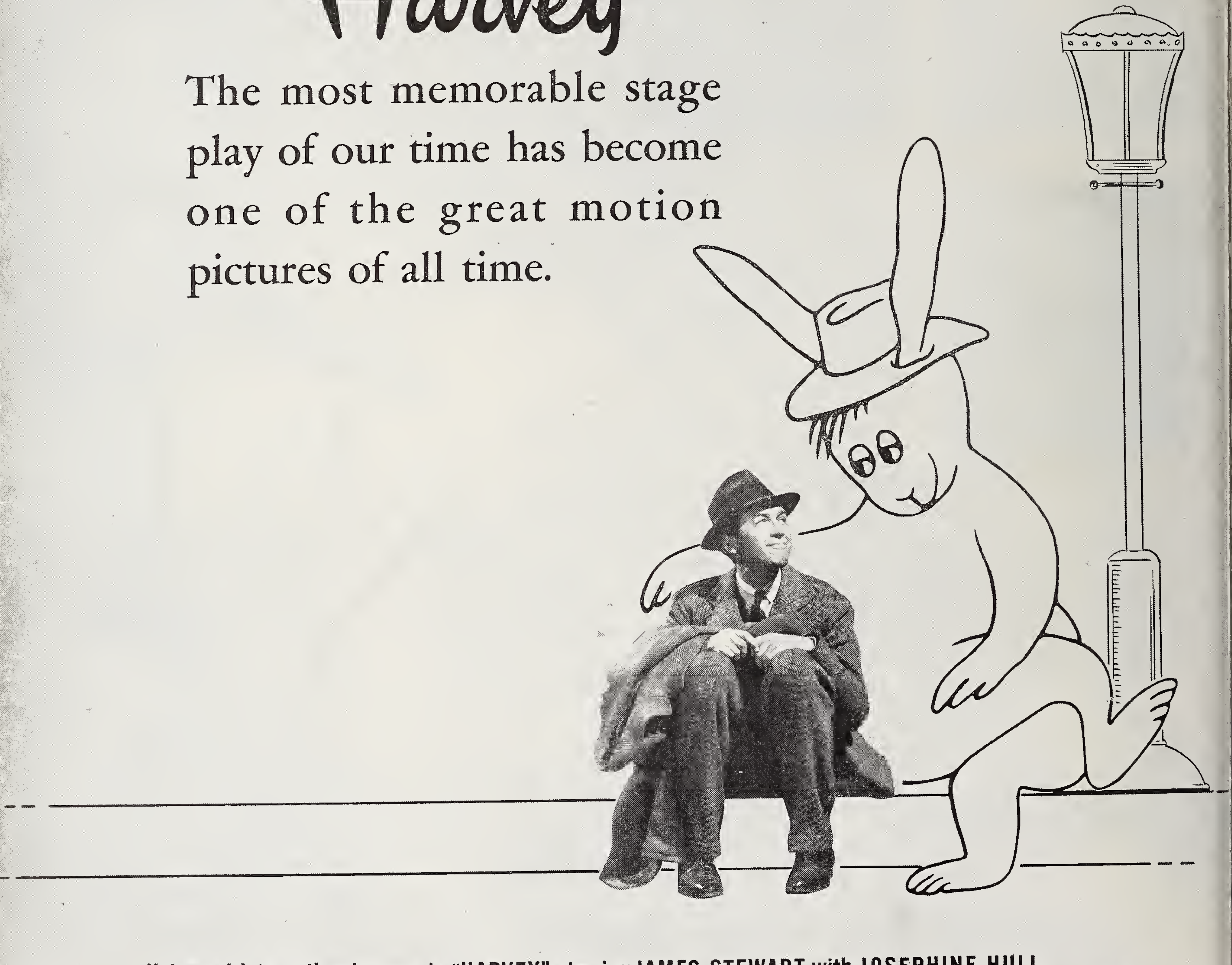
Tonight

OCTOBER TENTH

the press and distinguished guests in Los Angeles and New York will attend the first invitational preview of

Harvey

The most memorable stage play of our time has become one of the great motion pictures of all time.



Universal-International presents "HARVEY" starring JAMES STEWART with JOSEPHINE HULL CHARLES DRAKE • CECIL KELLAWAY • JESSE WHITE • WALLACE FORD and PEGGY DOW Screenplay by MARY CHASE and OSCAR BRODNEY • From the Play Written by Mary Chase and Produced by Brock Pemberton • Directed by HENRY KOSTER • Produced by JOHN BECK

Universal International

DO NOT REMOVE

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 68. NO. 70 NEW YORK, U. S. A., TUESDAY, OCTOBER 10, 1950 TEN CENTS

Price Impasse Delays Theatre Video: Halpern

Equipment Costs Need Lowering, TESMA Told

CHICAGO, Oct. 9.—Television theatre equipment costs are a roadblock to more rapid progress for widespread wide-screen development, delegates to the convention of the Theatre Equipment and Supply Manufacturers at the Stevens Hotel were told here today by Nathan L. Halpern, television consultant to Fabian Theatres and the Theatre Owners of America. He advocated action to break the price impasse.

"The price problem can be licked only by the intelligent combined action of exhibitors and manufacturers. It will require orders by a large number of theatres and concentration by the manufacturers on 'Ford models' of theatre television equipment, rather than 'Cadil-

(*Continued on page* 18)

NEWS FLASHES

Chicago, Oct. 9.—Federal Judge Michael Igoe has postponed until Nov. 6 the scheduled hearing on Balaban & Katz's petition to amend the Jackson Park Theatre decree to permit runs of longer than two weeks in Loop theatres here.

Major distribution executives to whom Leonard Goldenson, president of United Paramount Theatres, wrote two weeks ago suggesting that films be made available to Phonevision for the Chicago experiment in 300 homes, have not replied.

Goldenson made the suggestion on the grounds that the results of the test should be made available to those who were interested.

Hollywood, Oct. 9.—Monogram will hold its annual stockholders' meeting in the company's offices here on Nov. 8, it was announced today. Chief business will be the election of the 10-man board.

CHICAGO, Oct. 9.—Motion picture theatre equipment manufacturers and dealers should join the Council of Motion Picture Organizations through TESMA and TEDA in order to unify all facets of the industry, Gael Sullivan, Theatre Owners of America executive director, told the TESMA meeting here today.

Brandt-RKO Deal Still Unsigned; Dembow Returns

Future of the Harry Brandt deal for acquisition of control of RKO Theatres after divorcement appeared to be in doubt yesterday as Sam Dembow, Jr., intermediary for Brandt in the negotiations for the Howard Hughes' stock interest, returned to New York without a signed agreement after three weeks of negotiations in Hollywood.

Dembow could not be reached for comment but Thomas Slack, Hughes' attorney, who is visiting in New York, repeated his earlier statement that there has been no agreement and the principals in the negotiations are not seeing eye to eye.

Failure of Dembow to obtain a signed agreement from Hughes is regarded as particularly significant in view of earlier statements by him and Brandt that Dembow would not leave the Coast until an understand-

(*Continued on page* 20)

MGM Studying Sale Of Films in Groups

A plan for selling a group of pictures, possibly up to a full season's output, to small exhibitors at one time still is under study by M-G-M, William F. Rodgers, vice-president and distribution chief, states.

Rodgers had been expected to make an announcement of the plan during his appearance at the Allied States national convention in Pittsburgh last

(*Continued on page* 20)

HIGH COURT HOLDS APPEAL DOOR OPEN

Says 2 Justices Favor Loew's, Fox, W.B. Plea For Review; Rule Later

WASHINGTON, Oct. 9.—U. S. Supreme Court Justices Burton and Reed let it be known today that they favor high court review of the divorcement and divestiture provisions of the New York Statutory Court decree.

The Supreme Court, at its first real business session of the 1950-51 term, did not take action on the request of Loew's, Warner Brothers and 20th Century-Fox that the court reconsider its June 5 action affirming these provisions of the New York court decree.

But the court did hold out a ray of hope for the film companies by noting that its June 5 decision, which had been announced as a 7-to-0 decision with Justices Clark and Jackson abstaining, should have been a 5-to-2 decision, with

(*Continued on page* 18)

End of Series Aids NY Runs

Widespread interest in the Baseball World Series and its television and radio versions cut down on matinee grosses at New York first-runs last week, but most Broadway theatre managers were inclined to give the Yankee a vote of thanks for ending the contest at four games on Saturday, thus leaving the visiting fans to swell Sunday grosses to excellent proportions.

Some showcases held the Series to be an unmixed blessing, contending that any event which brings visitors to Gotham means more cash in the

(*Continued on page* 20)

Football on TV Draw Up Slightly

Despite competition from the World Series, football games telecast in theatres with one exception drew somewhat better than the previous opening week's games, but still fell far short of capacity business.

A fair appraisal of football as a theatre attraction cannot yet be made, spokesmen said, as the season is not in full swing and the series undoubted-

(*Continued on page* 20)

WITH this issue Motion Picture Daily inaugurates an *AIR MAIL EDITION*. It is published to serve the requirements of the industry's pace-makers for "Today's News Today." It will be published every Tuesday. By swift production and rapid transportation it will be rushed to key executives from Coast to Coast.

Motion Picture Daily's *AIR MAIL EDITION* represents an innovation in trade journalism gauged to shorten to the greatest possible extent the time lag in communications. It will be the quickest and surest means of address to the attention of the exhibition pace-makers of the industry, the success of whose efforts so importantly depends upon the timeliness of the information which they receive.

It will render an invaluable service to those key operations in the theatre market which so vitally affect the progress and prosperity of the industry.

—MARTIN QUIGLEY

'U' Promotion On World Plan

Universal-International has developed "a new global concept of showmanship to replace the heretofore separate promotional planning for launching films in the domestic and foreign market," Nate J. Blumberg, Universal president, announced yesterday following the conclusion of the East Coast phase of the company's first international advertising-publicity conference.

With Mexico City, London, Paris

(*Continued on page* 20)

COMPO Directors By Regions Mulled

Officials of the Council of Motion Picture Organizations have been giving informal consideration to a plan for providing increased representation on the executive board to national exhibitor organizations.

Where member organizations now have two representatives on the executive board of COMPO, the new idea proposes representation be increased

(*Continued on page* 18)

Personal Mention

MURRAY SILVERSTONE, president of 20th Century-Fox International, has arrived in London from New York.

•

Norton V. Ritchey, president of Monogram International, has arrived in Rome on his around-the-world business trip.

•

Bernard G. Kranze, Eagle Lion Classics' general sales manager, returned to New York yesterday from a two-week trip to South America.

•

Irving Rapper, director, has arrived here from England to cooperate with Warner Bros. in exploitation on "The Glass Menagerie."

•

Herb Coplan, head of Warner Theatres in Latin America, has returned here from a tour of his territory.

•

Mrs. Marvin H. Schenck, wife of the Loew's vice-president, has left here for the Coast following a two-week visit.

•

Mel Ferrer, RKO Radio director, is visiting New York from the Coast.

Greek Ambassador at Tribute to Skouras

Dr. Athanasios G. Politis, Greek Ambassador to the United States, and His Eminence the Archbishop Michael, head of the Greek Archdiocese of North and South America, will be among the guests at the Mid-Century dinner of the Motion Picture Pioneers honoring Spyros P. Skouras, president of 20th Century-Fox, as the "Pioneer of the Year." The dinner will be held Nov. 16 in the Waldorf-Astoria Hotel here.

Others who will be on the dais include Bernard Baruch, Brig. Gen. David Sarnoff and Eric Johnston. At the dinner, the Pioneers' 11th annual affair, Skouras will receive the organization's award for outstanding achievement in the motion picture field.

SEG to Arbitrate; Await Compo Reply

Its appeal to the Council of Motion Picture Organizations still unanswered, the Screen Employes Guild (UOPWA) has taken steps to bring to arbitration its protest over RKO Radio's discharge of Paul Kellogg, it was reported here yesterday by Leo Pomerance, SEG business agent.

On Oct. 2, SEG put before Ned E. Depinet, COMPO president, a complaint against the employe's discharge, the grievance being the first one to be received by COMPO from a labor union.

Bishop Leaves MGM

Chicago, Oct. 9.—William G. Bishop, publicity representative here for M-G-M, has resigned after a 27-year association with the company.

Insider's Outlook

By RED KANN

YOU won't find him mentioned in the complaint, but the influence behind Eagle Lion Classics' $15,000,000 triple damage suit against Loew's and RKO is Robert Young—financier, stormy petrel of American railroading and No. 1 man in Pathe Industries, Inc., the company which owns the outstanding stock of its four litigating subsidiaries and is itself suing along with its controlled quartet.

The action, alleging monopoly in exhibition in the Metropolitan New York area, is a whopper in size and scope and has been in the making for some time. It is being said that Young had no particular taste for recourse at law and tried to avert it by the private conference route with executives of the companies now called upon to defend themselves. How temperate or otherwise his position was, however, is not among the available facts. Obviously, he was not persuasive.

■

The essence of Eagle Lion Classics' position shows up in Part VI of a surprisingly brief complaint for a suit of such magnitude. ELC does not like the state of affairs because a substantial portion of Loew's and RKO's theatre playing time has been "arbitrarily" reserved for its own product. ELC is unhappy because it claims these two principal New York circuits are in agreement not to compete for product—anybody's, including ELC's. Major distributors, who are co-defendants, are charged with having agreed to a non-competitive division of their output, thereby furthering the alleged monopoly and making it tough, if not impossible, for anyone outside of the described circle from entering it.

"The neighborhood prior-run market in the New York Metropolitan area is the most important single market in the world. On some films, approximately 14 per cent or more of the national gross box-office receipts will be derived from the New York Metropolitan area and the most important segment of that percentage is derived from the neighborhood prior-run theatres," the complaint reads. This is sufficient, it is contended, to denote the difference between profit and loss on some films.

■

This is a boildown of the ELC anti-trust suit which has many tongues wagging in New York and which inevitably will attract considerable attention throughout the nation. Whatever comes of it, there can be little doubt over one thing: If this piece of business remains alive until all legal avenues are exhausted, the final determination will be years off.

There is something else meanwhile, and it is partially in the area of conjecture. The Department of Justice has been delving into the New York booking situation and is reported to have amassed a not insignificant mountain of information. The conjecture is how far it has gone, what it has revealed and what it will lead to?

■ ■

This observer is yet to encounter an exhibitor who is not in agreement with the theory behind 20th Century-Fox's "scheduled performance" plan. The practicability of stopping the sale of tickets once the show is under way is something else, however. It is pretty fantastic to imagine any showman lucky enough to have 'em lined up outside turning away cash customers when seats are available inside.

But the authors of the idea are not expecting revolutions. They would like to see the innovation tried as widely as possible, which will mean in major situations primarily, and hope that enough enterprising theatremen will go along with the experiment of making it possible for audiences to see an important attraction as Hollywood intended it should be seen—from its beginning.

■

Thirty first-runs, exclusive of the New York Roxy which swings to the policy for the one film on Friday, are in line thus far. They represent enough of a geographical spread to suggest an accurate bead may be drawn on public acceptance or rejection.

If the public in sufficient numbers will buy this and if exhibitors can get out with sufficient to spare, the benefit will take on a significant mutuality. Undoubtedly, a keener appreciation of the entertainment content of the product will follow. As Darryl Zanuck observed on his recent return from Europe, wide acceptance of scheduled performances can lead to innovations and departures in production which are not now feasible. He speaks with the full voice of authority.

Corsi Theatre Pay Order Now Seen After Election Day

With the New York City mayoralty campaigns gaining momentum as the November election draws closer, film industry management and labor representatives here have concluded that State Industrial Commissioner Edward Corsi, the Republican Party's candidate for mayor, will not [illegible]ulgate a State Minimum Wage Order for theatres until well after election day.

A checkup at the State Industrial Board headquarters here brought an unofficial confirmation of this industry expectation. It was pointed out that Corsi has not "cancelled," but has only "postponed" the final hearing he was to hold in Rochester on the 50-75-cent per hour base pay recommendation handed down by the State Minimum Wage Board for the Amusement and Entertainment Industry. Corsi already has held public hearings in this connection in New York and Albany.

The Industrial Board spokesman reminded that the law gives the Commissioner 30 days following the final hearing in which to promulgate an order. No new date for a hearing in Rochester has been set.

Ray G. Taylor, 40

Salt Lake City, Oct. 9.—Ray G. Taylor, 40, veteran of 14 years in the theatre business in Utah and manager of Intermountain Theatres in Logan, died Friday night of a heart ailment.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
UNION STATION
starring
WILLIAM HOLDEN
Nancy Olson
Barry Fitzgerald
in person
DUKE ELLINGTON
And His ORCHESTRA
TIMMIE ROGERS
TEDDY HALE
Extra SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies. 10c.

At Dawn Today Another Major "First" Was Added . . . . . .

As the first AIRMAIL EDITION of Motion Picture Daily went winging on its way in all directions during the early hours of this morning another significant "first" was added to the pioneering score of Quigley Publications . . . another milestone in the history of progressive achievements which are inherent in this complete group for industry service.

A glance over some of those "firsts" indicates their scope and basic importance:

FIRST organized department on theatre advertising and exploitation. . . . . MANAGERS ROUND TABLE

FIRST complete special section devoted to the physical theatre . . . . BETTER THEATRES

FIRST regular publication of full data on picture releases . . . . THE RELEASE CHART

FIRST with Top Ten Money-making Stars poll by exhibitors, now featured in . . . . FAME

FIRST to establish an exhibitor reports department WHAT THE PICTURE DID FOR ME

FIRST to develop world-wide influence, with circulation in over 80 countries. . . . . MOTION PICTURE HERALD

FIRST to inaugurate a weekly pictorial section THIS WEEK IN PICTURES

FIRST with annual exhibitor poll to forecast new stars STARS OF TOMORROW

FIRST to publish annually a complete Who's Who of the industry . . . . INTERNATIONAL M. P. ALMANAC

FIRST and foremost complete group of publications thoroughly to serve the entire industry. . . . . . . QUIGLEY PUBLICATIONS

QP

MOTION PICTURE DAILY • MOTION PICTURE HERALD
BETTER THEATRES • THEATRE SALES
MOTION PICTURE ALMANAC • FAME

THE TRADE PRESS
agrees on

MISTER

"This is a
oughly en
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complet
heart-warn
comedy wh
will delig
audiences o
ages!"—*Boxo*

"Pure enter
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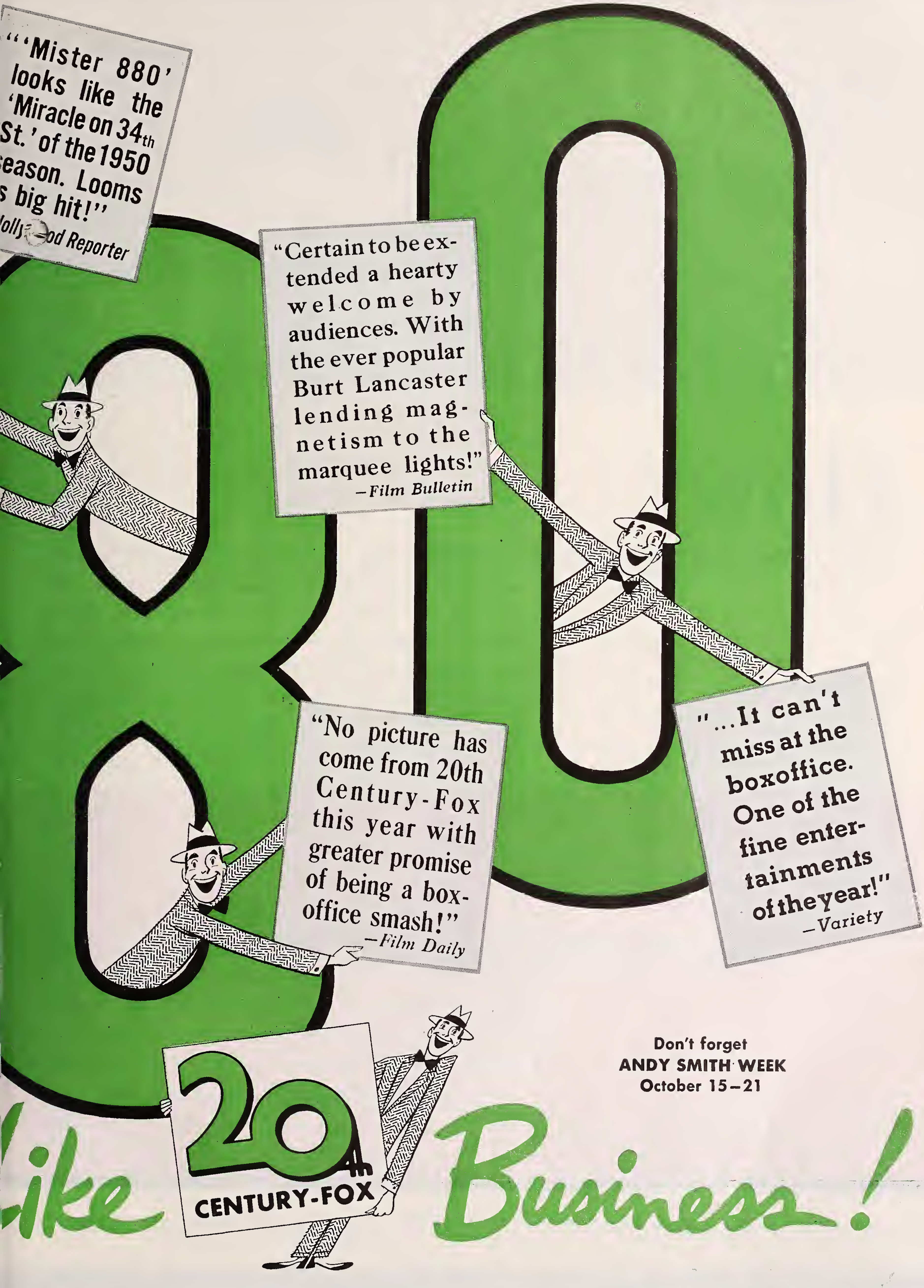
to delight
hearts of au
ences and cau
the exhibitor
reach happil
for the blac
ink!"
—*Motion Picture Herald*

BURT LANCASTER · DOROTHY McGUIRE · Edmund Gwenn in **MISTER 880** with Millard Mitchell · Minor Watson · Howard St. John
Hugh Sanders · James Millican · Directed by EDMUND GOULDING
Produced by JULIAN BLAUSTEIN · Screen Play by Robert Riskin
Based on an Article in The New Yorker by St. Clair McKelway

There's No Busines



"'Mister 880' looks like the 'Miracle on 34th St.' of the 1950 eason. Looms s big hit!"
—olly[illegible]od Reporter

"Certain to be extended a hearty welcome by audiences. With the ever popular Burt Lancaster lending magnetism to the marquee lights!"
—*Film Bulletin*

"No picture has come from 20th Century-Fox this year with greater promise of being a boxoffice smash!"
—*Film Daily*

"...It can't miss at the boxoffice. One of the fine entertainments of the year!"
—*Variety*

Don't forget
ANDY SMITH WEEK
October 15–21

Paramount

FACTS **ABOUT**

Paramount Product

How

THE BOXOFFICE SCORE STANDS: Since early summer, Paramount has been hitting with a succession of outstanding attractions. First Hal Wallis' "My Friend Irma Goes West," then "Sunset Boulevard." This pace has been maintained with Bob Hope's "Fancy Pants," Hal Wallis' "The Furies," "Union Station," Hal Wallis' "Dark City" and now with "Copper Canyon."

What

THE COMING MONTHS WILL SHOW: Paramount has the hits ahead, too. Armistice Day, the U. S. Marines' story, "Tripoli"; Thanksgiving, Betty Hutton and Fred Astaire in "Let's Dance"; Christmas, Bing Crosby in "Mr. Music"; and early in the New Year, Alan Ladd in "Branded." From there on in, it's a fact:

Paramount Will Be The Big Gun In '51!

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN

Sunset Boulevard

FACT: One of the most discussed, praised and best performing pictures of the year. At Radio City Music Hall, it established the longest run since 1947—7 smash weeks.

Union Station

FACT: This thriller, from the Saturday Evening Post, is doing thrilling business everywhere. A plus to its name stars are 3 new stars furnishing fresh talent exhibitors are asking for.

Copper Canyon

COLOR BY TECHNICOLOR

FACT: The cast is big and the color spectacular in Paramount's western patterned after the famed boxoffice hit "California." It's now playing to the same handsome grosses.

Tripoli

COLOR BY TECHNICOLOR

FACT: This robust tribute to the United States Marines is set to thrill the nation Armistice Day. First of 180 pre-release dates in four exchange areas are reporting fine results.

Mr. Music

FACT: This is Bing Crosby's show of shows and it's yours for the Christmas holidays . . . with more hit songs and more big-name stars than any Crosby picture you've played in years.

The Goldbergs

FACT: Radio's favorite family for 20 years (favorites now on TV, too) will make their first screen appearance early in '51, with the famous radio cast, headed by Gertrude Berg.

Fancy Pants

COLOR BY TECHNICOLOR

FACT: Bob Hope is in the west again in his hilarious successor to "The Paleface" which has bettered both that hit and "Sorrowful Jones" in a majority of its engagements to date.

The Furies

FACT: Boxoffice Magazine predicted: "Runs of this Hal Wallis picture should be modern El Dorado"—and actual key city results now show it at levels comparable to top 1949 figures.

Dark City

FACT: First engagements fine! Fans are acclaiming the new Hal Wallis discovery, Charlton Heston, and a cast of important marquee stars in suspenseful 3-man manhunt.

Let's Dance

COLOR BY TECHNICOLOR

FACT: "Let's Dance" are the two little words Fred Astaire says to that "Annie" gal, Betty Hutton. They're the most exciting star team in a long time. Play them Thanksgiving!

Branded

COLOR BY TECHNICOLOR

FACT: Here's the Alan Ladd western in color by Technicolor that you have been waiting for ever since "Whispering Smith"! It's the hit Paramount has for you for early in the New Year.

September Affair

FACT: Hal Wallis stars Joan Fontaine and Joseph Cotten in an ecstatic love story filmed on the spot in romantic places like Capri, Rome and Florence. Other big-name stars, too!

PLAY RIGHT AWAY . . . CASSINO TO KOREA . . . Full-length feature of America's fighting men

Film Markets Around World Erupt Again

Serious "trouble spots" are reappearing in the motion picture export markets after an extended period during which producers-distributors experienced few "headaches" abroad, leading them to hope for an era of freer earnings possibilities in foreign markets which eventually would ease the pressure on domestic sales forces to recoup negative costs and earn a profit entirely in the home market.

The current export problem markets are France, Italy, Mexico, West Germany and Argentina.

The problems in all four countries are serious enough and have persisted long enough to send Motion Picture Export Association officers to the U. S. State Department in Washington on numerous recent occasions for consultation and possible aid.

Open Markets Seen as Aid

Open markets abroad and free conversion of foreign currency earnings into dollars, if they could be attained, also would result in relieving many of the emergency economy measures imposed upon Hollywood producers in the past several years.

In Italy, there is incipient agitation for an import quota against American films. It is linked to Italian producers' complaints that Hollywood pictures are "flooding" the Italian market while few Italian pictures receive any important playing time here.

No official action has been taken yet but American representatives in Italy report that our films are piling up at the official censor's office, without the clearance of which they cannot be distributed.

Italian Officials "Engaged"

Answering the American complaints, Italian film officials say they have been engaged on other matters, among them the Venice Film Festival, and consequently have not had time to clear our pictures promptly at the censor's office.

Americans have had to accept that explanation but not without suspicion.

In France, the problem is both one of obtaining an increase in the 1947 agreement permitting 121 American pictures to enter the country annually, and of ironing out a dispute with French authorities on conversion of francs involved in what are referred to as "old debts." Cash remittances to New York of so-called "new debts" or current earnings of American films in France, are being maintained.

French officials contend that the American industry used up its "old" franc balances and is not entitled to convert any more into dollars. American companies reply that the francs they have spent were out of "frozen" funds and that the free part of the "old debt" remains, and they should be permitted to convert and remit it to New York.

Involved in the dispute is $1,572,138, plus interest, which was held up pending settlement of two years of arbitration proceedings, with Will H. Hays as arbitrator. Hays ruled last June in favor of the so-called "underage" companies in the dispute, namely, RKO, Universal, Columbia, and Loew's. The "overage" companies are Paramount, Warners, 20th Century-Fox and United Artists.

Warners subsequently protested the Hays' decision but has taken no action since aimed at upsetting it. Warners' or other action, in any event, would be academic at this stage when France is maintaining that the disputed sum has been "spent" already by the American companies and is refusing to permit a coversion of the francs involved.

Eric Johnston, MPAA president, and John McCarthy, MPAA international manager, were scheduled to go to France next month in an effort to iron out the dispute but it now appears that their projected trip will be postponed.

In Mexico, film producers there are advocating a bill to set up a 50 per cent screen quota. American films, comprising the major part of the Mexican theatres' product, would be most affected by such restrictive legislation.

German Quota Talked

In West Germany there is agitation in government and native industry quarters for a film quota or for reduction of the number of American films which may be imported annually. Negotiations by MPEA with the German industry have been under way for a considerable time without an agreement having been reached.

As to Argentina, an agreement governing import licenses for American films and remittance of earnings was signed in New York last spring. Argentina since has delayed putting it into effect with the result that no new American pictures have opened there in many months. Stanton Griffis, American Ambassador to Argentina, who is also chairman of the Paramount Pictures executive committee, helped to negotiate the agreement and made repeated efforts in Buenos Aires to have it put into effect after it was signed. Griffis has returned to the United States and it is reported he may resign as Ambassador to Argentina to accept a new diplomatic post.

Meanwhile, MPEA has sent its Latin American expert, Joachim Riccard to Buenos Aires in an effort to resolve the impasse.

The State Department, according to industry sources, is following the situation closely in all foreign "problem" markets and is doing its best to aid the industry.

Somebody's Always Starting Something

Hartford, Oct. 9.—In pioneering motion pictures built around a familiar industrial name, Columbia producer S. Sylvan Simon might have established a trend that will "last for years."

That's the opinion of A. Howard Fuller, president of the Fuller Brush Co. of Hartford, in commenting on "The Fuller Brush Girl," the Columbia sequel to "The Fuller Brush Man." "Once upon a time," Fuller added, "somebody made the first Western."

Five from Columbia For October Release

Columbia has set five features for release in October. Lucille Ball plays the title role in "The Fuller Brush Girl," with Eddie Albert co-starring. Carl Benton Reid, Gale Robbins, Jeff Donnell and Jerome Cowan have supporting roles; Lloyd Bacon directed, from a screenplay by Frank Tashlin. "Last of the Buccaneers," in Technicolor, stars Paul Henreid, with Jack Oakie, Karin Booth and Mary Anderson in support; Sam Katzman produced and Lew Landers directed, from a screenplay by Robert E. Kent. "Between Midnight and Dawn" has Mark Stevens, Edmond O'Brien and Gale Storm starred with Donald Buka, Gale Robbins, Anthony Ross and Roland Winters heading the support. Hunt Stromberg produced and Gordon Douglas directed.

"Rookie Fireman," with Bill Williams, Barton MacLane, Marjorie Reynolds and Gloria Henry; Milton Feldman produced and Seymour Friedman directed, from a screenplay by Jerry Sackheim.

Edgar Dearing and Kay Buckley are cast in support of Charles Starrett-Smiley Burnette starrer, "Raiders of Tomahawk Creek." Colbert Clark produced and Fred Sears directed. The screen play is by Barry Shipman.

U. S. Films Doing Well in Mexico City

MEXICO CITY, Oct. 9.—English-language foreign pictures are making a strong comeback here after being somewhat eclipsed by Mexican productions. Leader of this trend is Selznick's "The Third Man," now in its fifth week at the select Cine Chapultepec. It played two weeks simultaneously at the Cine Orfeon and the Chapultepec.

"Little Women," after three weeks at the Cine Roble is in its second at the Cine Magerit; 20th-Fox's "The Broken Arrow" is in its third week at the Cine Mexico and 20th is also doing well with the revival of "My Gal Sal" at the Cine Olimpia. "Ellen" is very strong at the Cine Alameda, as is Columbia's "No Sad Songs for Me" at the Cine Metropolitan. After playing simultaneously for two weeks at the Cine Olimpia and the Real Cinema, Warner's "The Damned Don't Cry," continues strong in its fourth week at the Real.

Another Delay for Arbitration Hearing

Another postponement has been granted by arbitrator Jay Emanuel for the hearing at the American Arbitration Association office here of this year's sole arbitration action between distributors and exhibitors.

Previously scheduled for today, the hearing of the case, which is aimed at resolving the pattern of clearances and availabilities in the Bridgeport-Stratford, Conn., area, now is slated for Nov. 8. Distribution attorneys asked for the postponement to enable them to handle other legal matters which arose meanwhile.

U-I's Star Smith Chosen

Alexis Smith, star of Universal-International's "Wyoming Mail," has been selected to represent the motion picture industry in the annual observation of "Pennsylvania Week," Oct. 16-22.

BOT Sees Enough Product for Quota

LONDON, Oct. 9.—In spite of warnings from National Film Finance Corporation's J. H. Lawrie and other authorities that the rate of production here is declining, Board of Trade spokesmen continue to express confidence that the 30 per cent quota will be maintained.

Board of Trade officials base their optimism on two factors: the £[illegible]0,000 estimated to accrue annually to producers under the Eady entertainment tax plan and an anticipated upsurge of American production here as a consequence of the bonus-incentive provisions of the latest U. S.-U. K. film monetary agreement.

Despite this confidence in BOT circles, an inspection of production schedules indicates that the total output for 1950 will be around 70 "long" films, several of which undoubtedly will not be regarded by bigger exhibitors as worthwhile first-features.

At this date, 12 first-features are in production, compared with 16 at this time last year. During the last 12 months three studios—Shepherds Bush, Islington and Welwyn—have been closed. Only nine studios, at this reporting, have their stages active, compared with 15 a year ago.

Another index to production is the number of BOT registrations. In the 12 months ending March 31, 1950, 81 "long" films were registered with the Board. Since April 1, 36 registrations have been made.

Boxing Cool to TV in Britain

The scanty attendance at the Joe Louis-Charles Ezzard championship fight has fortified British boxing promoters in their resistance to televising fistic events in the United Kingdom, according to press dispatches from London.

Jack Solomons, a top British promoter, was in New York for the bout and his account of fans staying away in droves but watching the fight over television carries weight with his colleagues. Solomons claims TV has "ruined" boxing in the U. S. and insists it would do the same in Britain.

"Why, people who went to a bar saw more of the Louis fight on television than I did in a $30 ringside seat," he said. Moreover, noise and crowds are necessary to make a good fight, Solomons added.

Though three professional matches have been televised in England, the final word rests with the British Boxing Board of Control, with whom the British Broadcasting Corp. must deal. As BBC accepts no advertising, it can offer only a token payment for boxing rights, probably no more than £100 ($280). Boxing promoters in the U. K. are not eager to risk a small gate on an event for such a sum.

Solomons is not impressed by arguments that telecasting will in the long run build up the gate. "That might be true on something running six months or a year," he said. "But not for a one-night shot like a fight."

Ties Up with Dictaphone

An extensive tie-in advertising and promotion campaign with Metro-Goydwyn-Mayer's, "To Please A Lady," has been made with the Dictaphone Corp.

Urges Caution on Ad Material Orders

Minneapolis, Oct. 9. — Exhibitors have been warned by North Central Allied not to order advertising material for a film until the rental contract has been approved by the distributor's home office.

If the exhibitor depends on the film salesman's okay, he i[illegible]pt to "find himself over a [illegible]el" if the exchange should attempt to ask for higher terms or improved playing time, NCA said.

Six New Drive-ins For New England

HARTFORD, Oct. 9. — The drive-in theatre construction field continues active throughout New England.

A certificate of organization has been filed for a new corporation, East Windsor Drive-in, Inc., of South Windsor, which is building a 600-car capacity, $125,000 drive-in in South Windsor, listing as president, Paul Kupchunos; vice-president, Benedict Kupchunos; treasurer, Peter Kostek; secretary, Henry Kupchunos, and assistant treasurer, Walter Kupchunos.

Al Schuman and Lou Rogow, Hartford theatremen, are partners in the new Pike Drive-in Theatre at Johnston, R. I., and they have named George Card as manager. The new drive-in has facilities for 800 automobiles.

Two new drive-ins have opened in New Hampshire. James and Michael Nadeau, brothers, have opened their new drive-in at Rochester, N. H., while George Garrett has opened his new drive-in theatre at Alton.

Construction is proceeding on an 800-car drive-in at Norwalk, Conn., which will be part of Lockwood and Gordon Theatres. Construction of a $150,000 drive-in at Columbia, Conn., by Will Rogers Corp., Manchester, Conn., is expected to be completed by spring, 1951.

Show Film for Fire Prevention Week

A one-minute film, produced by Pathescope for the National Board of Fire Underwriter's campaign during Fire Prevention Week, Oct. 8-15, will be shown in an estimated 3,000 theatres and 50 television stations throughout the country, it was said by Wendell Sether, director of public information for the Board.

The showings will be sponsored by local fire departments and insurance agents, who will get the film from the National Board and make local arrangements. The short is adapted from a 20-minute film made by Pathescope for the Board.

Phyllis Blum Named Eastern Story Head

Phyllis Blum has joined Columbia as Eastern story editor. Miss Blum was recently associated with Enterprise Productions in charge of the Eastern story and talent department. Prior to that, for four years, she was assistant story editor for Samuel Goldwyn.

American Films Lauded for Aiding Growth of Israel

DETROIT, Oct. 9. — American films are this country's best bet to sell American democracy to the world and have in a measure played their part in the growth of Israel, according to Jacob Davidon, pioneer producer and exhibitor in Israel. Davidon is now in Detroit with his wife and daughter, visiting.

"Ninety-five per cent of all movies shown in Israel are American-made," Davidon explained. "They have such appeal that long lines stand each day before movie houses.

"The people of Israel dislike musical comedies, because they contain no message and do not deal with any real part or problem in American life.

"Many of these people do not understand English, but somehow understand what the movies are all about, even if they are in English. We believe, too, that American movies can be credited with helping to teach the American language to our young nation.

"I think American movie producers should concentrate more on giving the people around the world good pictures about the real American democracy. This would be the most effective way for Americans to sell themselves."

Davidon said that American films likewise have proved to be an effective antidote in Israel's austerity program.

Deal for 1st CBS TV Color Equipment

The first commercial color television equipment for Columbia Broadcasting System and Remington Rand, Inc., will be manufactured by the Television Equipment Corp.

This was made known by John B. Milliken, president of Television Equipment Corp., who announced here that his company has completed negotiations with CBS.

The consummation of the agreement comes on the heels of the tentative approval of the CBS color television system by the Federal Communications Commission. The first equipment will be delivered for display at the 1950 National Business Show, to be held at the Grand Central Palace here Oct. 23-28.

Maps 'Fair' Campaign

Monogram's Cinecolor special, "County Fair," will receive 32,500 radio and television "plugs" in a national $15,000 "What's in a Name" contest, winner of which will be given a screen test by Monogram on the Coast in November.

LOUISVILLE AREA OWNERS USING VARIOUS 'HYPOS' FOR BUSINESS

LOUISVILLE, Oct. 9. — Though admission scales have remained fairly steady, exhibitors in this area are resorting to a number of changes in operating policies in pursuit of the elusive—to some—box-office dollar.

Downtown runs, while maintaining a 65-cent scale for evenings and Sundays, have lengthened the matinee changeover time to six P.M. from the former five o'clock, thus giving economy-minded patrons more time to take advantage of the 45-cent afternoon price.

Neighborhood subsequents have in general retained an average 40-cent admission but are seeking to stimulate the box-office through stepped-up advertising schedules, giveaways, special matinees, fan club shows, and other devices. The only price-cutting move has been in occasional reduced-price matinees.

Outstate exhibitors also have experienced a general weakening in ticket scales, with the average admission, formerly about 40 cents, now down to about 34 cents. Drive-ins have managed to keep admission prices to approximately 50 cents per person, with children gratis, but they have been much freer with product. Most drive-ins which formerly had a single feature policy have shifted to duals, with the former double-bill stands presenting three or even four features.

RKO's A-Bomb Film In N.Y. Bow Wed.

RKO Radio's "You Can Beat the A-Bomb" will have its premiere at the Rivoli Theatre here tomorrow, it was announced by the Rivoli's managing director, Montague Salmon, and Sid Kramer, RKO Radio short subject sales manager.

The two-reel film, said to be the first informative film put out by Hollywood on this subject, tells the public of steps to be taken for safety in the event of an A-bomb explosion.

Plan Hamilton Theatre

TORONTO, Oct. 9.—Famous Players Canadian Corp. has announced that plans have been laid for the construction of a theatre in the heart of Hamilton, Ont. The site was bought in 1944.

Visiting Japs Study Influence of Films

ALBANY, N. Y., Oct. 9.—Two visiting Japanese officials, studying the role films play in the small towns of a democracy, are now visiting Upstate New York. They are: Gishin Ikeda, secretary general of the Motion Picutre Association of Japan and executive officer of the administrative section of the Motion Picture Code of Ethics, and Soichi Hirokawa, member of the Toho Co.

Allen Gets Korda Films

TORONTO, Oct. 9.—I. H. Allen, head of Astral Films, Ltd., has signed a contract for the Canadian reissue rights on 22 Korda pictures, the first of which are, "Thief of Bagdad" and "Jungle Book."

Quigley Awards In Next Herald

Winning entries of the third quarterly Quigley Showmanship Awards contest conducted by the Round Table of the *Motion Picture Herald*, will be announced in the Oct. 14 issue of the *Herald*.

Judging of the entries was done at the weekend by Larry Graburn, director of advertising of Odeon Theatres, Ltd., Toronto; Arthur Pincus, assistant publicity director of Loew's International, and Rutgers Neilson, publicity manager of RKO Radio.

7 Pictures Started, 11 Are Completed

HOLLYWOOD, Oct. 9.—The production tally dropped four points, down to a total of 35. Seven pictures were started, while 11 were completed.

Started were: "The Well," Harry M. Popkin Productions; "Outlaw Gold," Monogram; "Pride of Maryland," Republic; "Roadblock," RKO Radio; "I Can Get It for You Wholesale," 20th Century-Fox; "Abbott and Costello Meet the Invisible Man" and "Air Cadet," Universal-International.

Completed were: "Gasoline Alley" and "Roar of the Iron Horse," Columbia; "Calling Bulldog Drummond," Metro-Goldwyn-Mayer; "Father's Wild Game," "Fangs of the North" and "Cavalry Scout," Monogram; "Warpath" (Nat Holt Productions), Paramount; "Cuban Fireball," Republic; "Bird of Paradise," 20th Century-Fox; "Prisoner of War" and "Bedtime for Bonzo," Universal-International.

U-I's Toren, Shapiro Will Tour Canada

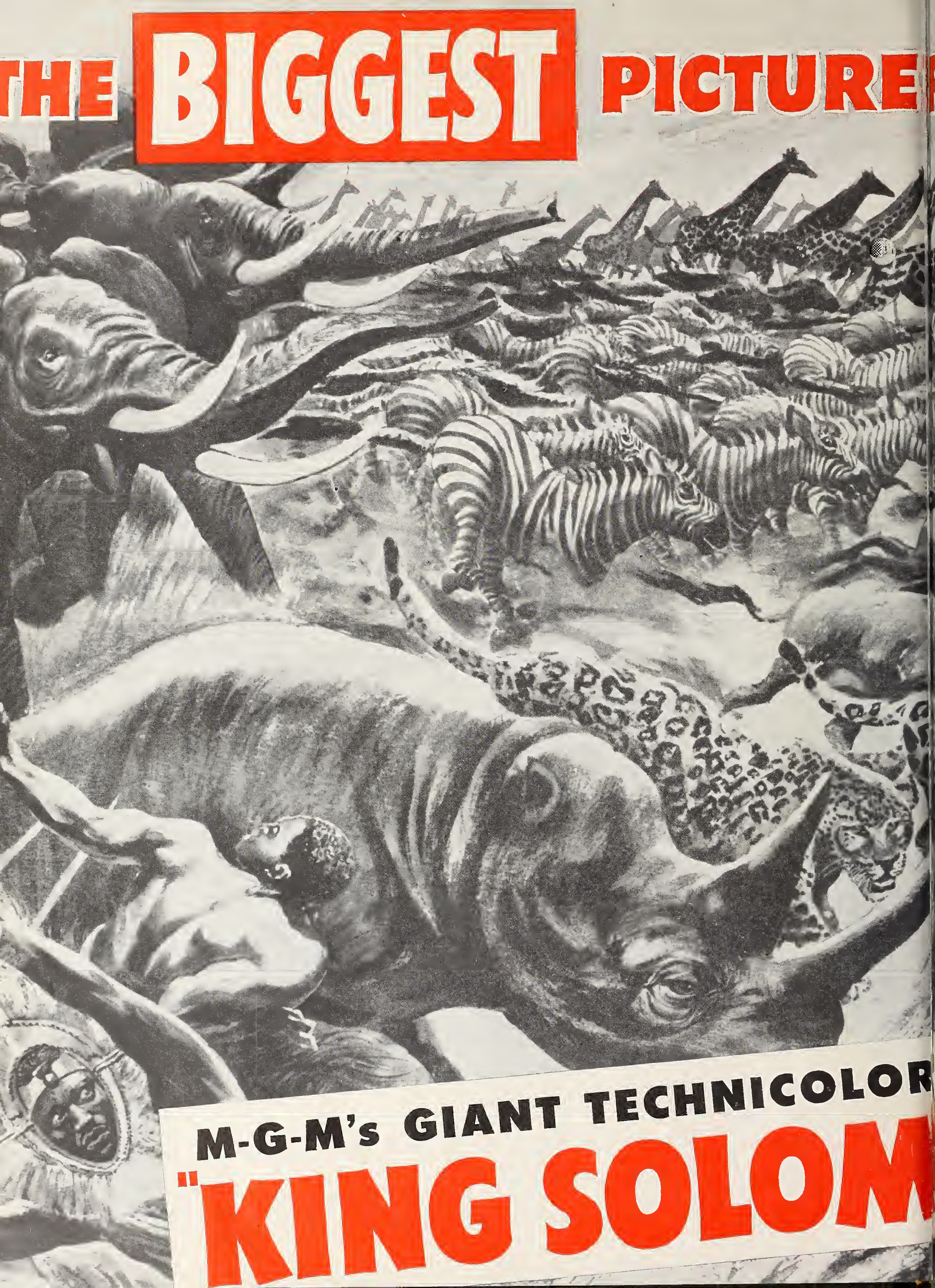
The author and one of the stars of Universal-International's "Departed" will make a six-city Canadian personal appearance tour in connection with the world premiere of the picture at the Princess Theatre in Montreal on Friday, Oct. 20.

Marta Toren and author Lionel Shapiro will visit Ottawa for the opening at the Odeon Theatre, Oct. 21, after the premiere in Montreal. They then will go to London, Ontario, for the opening at the Odeon, Oct. 23; Brantford for the opening at the Odeon on Oct. 25; Hamilton for the opening at the Capital, Oct. 26; and Toronto for the premiere at the Odeon, Oct. 27.

Roxy Broadens Sale Policy for 'Eve'

The advance sale policy for the Roxy's "scheduled performances" of 20th Century-Fox's "All About Eve" has been broadened to include every seat in the theatre, for every performance. Heretofore, only the loge section seats could be purchased in advance.

The Darryl F. Zanuck film will start at the Roxy on Friday, when the four "scheduled performances" daily schedule will be inaugurated. No one will be seated once the picture has started, giving audiences a chance to see the film uninterruptedly from the beginning.


THE BIGGEST PICTURE
M-G-M's GIANT TECHNICOLOR
"KING SOLOM

FOR THANKSGIVING
ADVENTURE ROMANCE !
ON'S MINES"

MONOGRAM for 1951

The ALL-AMERICAN PARADE of HITS!

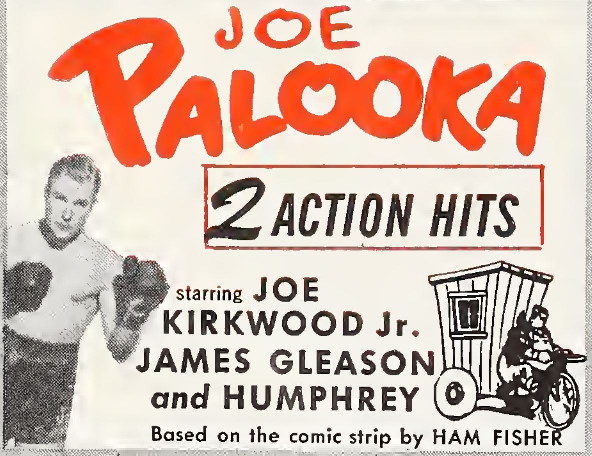
4 Cinecolor Specials

FLIGHT TO MARS

RODEO

THE BIG TOP

SIGN OF THE PIRATE


JOE PALOOKA

2 ACTION HITS

starring JOE KIRKWOOD Jr.
JAMES GLEASON
and HUMPHREY

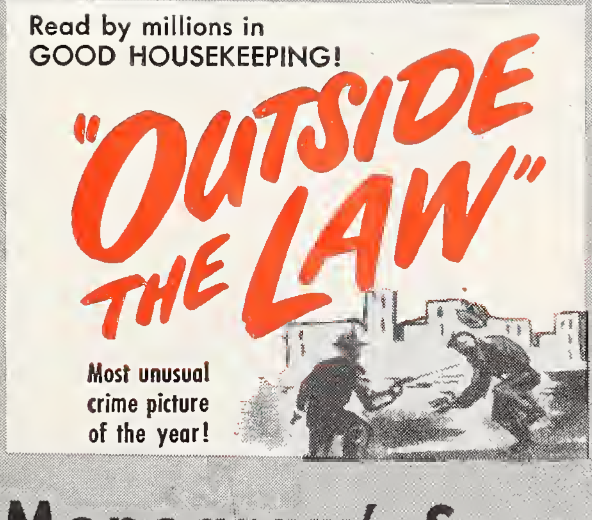
Based on the comic strip by HAM FISHER

"RHYTHM INN"

Two big name bands!
Ten sock songs!
Packed with love and laughter!

"Casa Manana"

Riotous
musical romance
in gay, glamorous Mexico City!


Read by millions in
GOOD HOUSEKEEPING!

"OUTSIDE THE LAW"

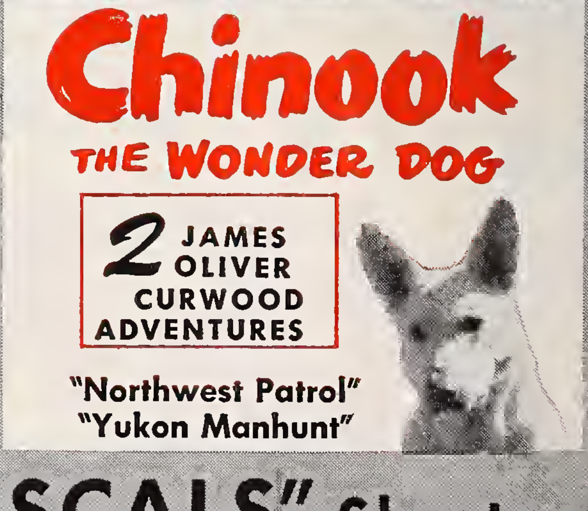
Most unusual
crime picture
of the year!

Henry

2 Hilarious Comedies

RAYMOND WALBURN	WALTER CATLETT	GARY GRAY

"Father's Wild Game"
"Father's Blonde Trouble"


Chinook
THE WONDER DOG

2 JAMES OLIVER CURWOOD ADVENTURES

"Northwest Patrol"
"Yukon Manhunt"

Monogram's Sensational "LITTLE RASCALS" Shorts--

ROD CAMERON

COLOR BY

Cinecolor

2 GOLD BANNER ATTRACTIONS!

"Cavalry Scout" and "Fort Osage"

Bomba
THE JUNGLE BOY

2 AFRICAN THRILLERS!

starring
JOHNNY SHEFFIELD

"Elephant Stampede"
"The Lion Hunters"

WAYNE MORRIS

2 OUTDOOR ADVENTURES!

"Trail Dust"
"Submarine School"

LEO GORCEY
and the
Bowery Boys

4 Comedy Riots!

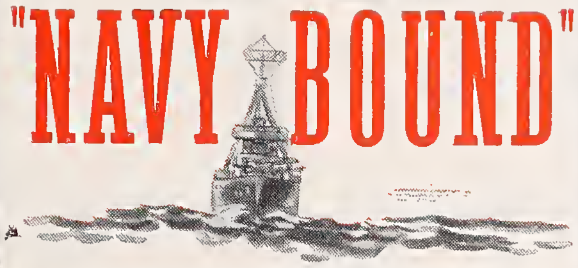
"Bowery Battalion"
"Ghost Chasers"
"Jinx Jockey"
"Knights of the Square Table"

"THE OTTAWA STORY"

Amazing revelations of
Canada's secret service!

Talbert Josselyn's wonderful
COLLIER'S Magazine story!

"NAVY BOUND"



Gobs of gals and gobs of fun with
those fighting sons-of-gunners!

Master of A Terror Ship!

"THE SEA TIGER"

Danger and
action in
tropic seas!

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2 WESTERN SPECIALS

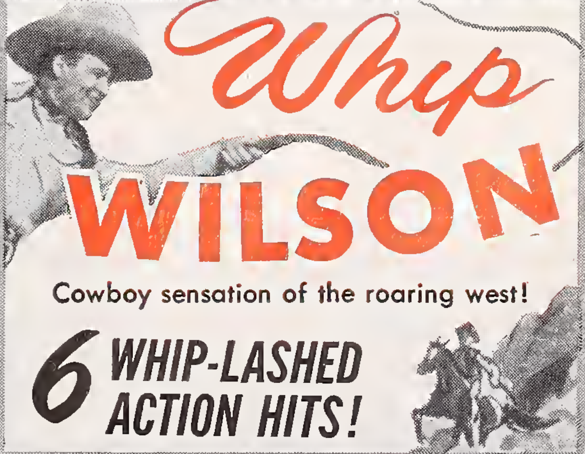
"THE Maverick"

"CATTLE KING"

JOHNNY MACK BROWN

Top hand
of the Saddle Kings!

6 BULLET-STREAKED BONANZAS!



Whip WILSON

Cowboy sensation of the roaring west!

6 WHIP-LASHED ACTION HITS!

The Kid Comedies That Made The Whole World Laugh!

Motion Picture Daily Feature Reviews

"Two Flags West"

(*20th Century-Fox*)

INTO the conventional mold of U. S. Cavalry-versus-Indians drama, producer Casey Robinson has poured a rugged story of frontier fighting in the 1860's.

Sparked by intra-cavalry hostilitics occasioned by the war between the North and South, the tale is acted out in creditable style by a top-notch cast headed by Joseph Cotten, Linda Darnell, Jeff Chandler and Cornel Wilde.

The main setting is a U. S. Army fortress which lies in the heart of the bleak New Mexican desert. It is the ultimate outpost in the Federal Government's war with the Apaches.

Patently, these ingredients add up to better-than-average box-office prospects for "Two Flags West," a title, incidentally, that has compelling dramatic snap. Based on a story by Frank S. Nugent and Curtis Kenyon, the picture was directed by Robert Wise with a good grasp of the excitements of hand-to-hand combat and brooding hatreds.

Cotten heads a band of Confederate prisoners-of-war who accept amnesty in exchange for their military services against the Indians in New Mexico. The fort to which they are assigned is in charge of an embittered Union major, Chandler, whose contempt for the band of Southerners is matched by the latters' irreverance for everything with a Northern flavor.

In the background stands the constant threat of an Apache attack. In time, a veritable army of Indians moves against the fort after Cotten and his men had succeeded in carrying out a plan of desertion. Unwilling to leave the small contingent of troops at the mercy of the savages, particularly since Miss Darnell, whom he obviously loves, is also an occupant of the besieged fort. Cotten decides to return with his men and join in the battle. A wild melee ensues when the Indians storm the fort. The red men offer peace to the all-but-defeated whites if they will hand over the major, who brought on the attack by shooting down the Apache chief's son. Chandler volunteers to sacrifice himself, and does so to the admiration and respect of all who had disliked him, including Cotten, his rival for Miss Darnell's affection. Supporting roles are handled by Dale Robertson, Jay C. Flippen, Noah Berry, Harry Von Zell, John Sands and Arthur Hunnicutt.

Running time 92 minutes. General audience classification. For November release.

CHARLES L. FRANKE

"Surrender"

(*Republic*)

THE story of a scheming woman whose thirst for wealth and power leads to her downfall has been recounted against a frontier setting in Republic's "Surrender." A large cast and a resourceful production treatment has been accorded the film. Narratively it seems a grab bag of things seen and heard in many plots before.

Vera Ralston plays the ambitious siren whose desire for easy fortune brings ruin to many. Shortly after her arrival in town she seems attracted to John Carroll, a shady gambler. However, when Miss Ralston learns about newspaperman William Ching having a fortune, she goes off and marries him. Obviously this impetuous marriage seems foredoomed, and its destruction is hastened when Francis Lederer, Miss Ralston's husband out of the past, reenters the scene. The screenplay, concocted by James Edward Grant and Sloan Nibley, has in it such assorted elements as murder, romantic cross-currents, blackmail, flights, pursuits, gunplay and fisticuffs. Toward the finale the past catches up with Miss Ralston and Carroll. The ending sees both of them ambushed and killed by the forces of the law.

Others in the cast include Walter Brennan, as a quick-triggered, Bible-quoting sheriff, and Maria Palmer, as Miss Ralston's sister. The picture's title derives from the song of the same name which runs throughout.

A Herbert J. Yates presentation, it was directed by Allan Dwan as adequately as the material allows.

Running time, 90 minutes. General audience classification.

MANDEL HERBSTMAN

"Chain Gang"

(*Columbia*)

A GRIM account of the workings of an evil chain gang system is drawn in this Columbia drama. The film has been made along formula lines but it manages to sustain its action and suspense throughout.

Douglas Kennedy is presented as a newspaperman who is bent on exposing the horrors of the chain gang in his state. Masquerading as a prison guard, Kennedy gets a job at the prison and is attached to a chain gang detail. Here he beholds all the miserable conditions which he converts into crusading copy. Armed with a tiny camera in the shape of a cigarette lighter, he also manages to get some convincing pictures.

In time, the gang captain, a sadist portrayed by Emory Parnell, learns about Kennedy's activities and orders him properly "worked over." Kennedy escapes and soon a manhunt is on with hounds and all. In the course of his flight Kennedy is shot, making his escape all the more trying. He manages to keep one step ahead of his pursuers through desperate guile. Finally he takes refuge in a neighborhood house, but this almost results in capture. After a series of more ordeals, Kennedy manages to get back to his newspaper and finish his series of articles which helps bring about needed reforms.

As a newswoman on a rival paper, Marjorie Lord provides the romantic touch. Sam Katzman produced and Lew Landers directed, from a screenplay by Howard J. Green.

Running time, 70 minutes. General audience classification. For November release.

M. H.

"Trio"

(*Gainsborough-Paramount*)

IN a foreword, Somerset Maugham says: "If you hadn't liked the four stories . . . in 'Quartet' we shouldn't have been encouraged to show you three more. . . . Of course, we know it's a risk to try to repeat a success and it's for you to judge if we were well-advised or not."

The judgment is Sydney Box was well advised in making "Trio" although it is not the picture its forerunner was. Nevertheless, the successor is very good and certain of a warm reception wherever better things are wanted.

The three Maugham stories which comprise "Trio" are unrelated except for authorship and production. They are:

The Verger which deals with James Hayter, for 20 years a lowly church attendant who loses his post when the new vicar discovers he can neither read nor write. Hayter ponders his future, decides to invest in a tobacconist shop, develops a chain, rises to important business success and considerable wealth. That's all there is to it, but this amusing and ironic vignette is performed with all naturalness and full believability. Ken Annakin directed.

Mr. Knowall is about a socially obnoxious jeweler who makes himself thoroughly disliked on a long voyage outward bound from England. He is loud, persistent and a generally annoying braggart. The climax of this little tale develops when he gallantly forfeits a wager in order to preserve the obvious indiscretion of the wife of one of the passengers who labors under the impression her pearl necklace is not genuine. Nigel Patrick plays the lead. Annakin also directed.

Sanitorium takes place in a Scottish tubercular rest home. Longest of the three it skilfully shows the lives and the reactions of the assorted patients, then concentrates on Jean Simmons and Michael Rennie and the romance between them. The pivot of the story, with an underlying note of tragedy, revolves around their decision to grasp a limited happiness by marrying despite the warning of the doctor that their alliance will be short-lived. Performances are excellent. Harold French directed.

Anthony Darnborough produced the three subjects as a Sydney Box Prod. for Gainesborough of London.

Running time, 91 minutes. General audience classification. Release date, not set.

RED KANN

"Fast on the Draw"

(*Lippert*)

FIGURATIVELY speaking, the guns that are drawn in "Fast on the Draw" are full of blanks. Certainly the picture doesn't come off, and director Thomas Carr and Ron Ormond and Maurice Tombragel, writers of the original screenplay, will probably think twice before they try again to combine what should be a riding and shooting Western with psychological drama. Russ Hayden, Jimmy Ellison, Raymond Hatton and Fuzzy Knight do their best, but it is not enough.

Ellison portrays a sharp-shooting cowboy who has a mental block every time he lifts his guns to shoot someone. Hayden, his partner, decides the only way to cure him is to have him made a U. S. Marshal and force him to shoot. It is only after some 45 minutes that Ellison ties up a current gangster with the death of his parents and finally brings about law and order.

Running time, 55 minutes. General audience classification.

"The Vatican"

(*Columbia*)

VATICAN City is brought to the screen in all of its resplendent beauty in this 38-minute Technicolor featurette. One of several being put out by various companies in keeping with the Holy Year, this one shows the mark of resourcefulness in all departments. The color is especially effective in capturing the beauty and grandeur of the subject.

An international Phoenix—Seven League Production released through Columbia, the film is a handsome travelogue of the Holy City. Unfolding in measured pace, it brings the audience into revealing view of Rome's edifices, art treasures, costumes and ceremonials. The picture builds up to a crescendo-like finale in which the Holy Father comes into view. The narration is eloquent and the photography noteworthy. Guido Manera and Hans Nieter produced; the latter also co-directed with Giuliano Tomei.

Running time, 38 minutes. General audience classification.

M. H.

"Border Rangers"

(*Lippert*)

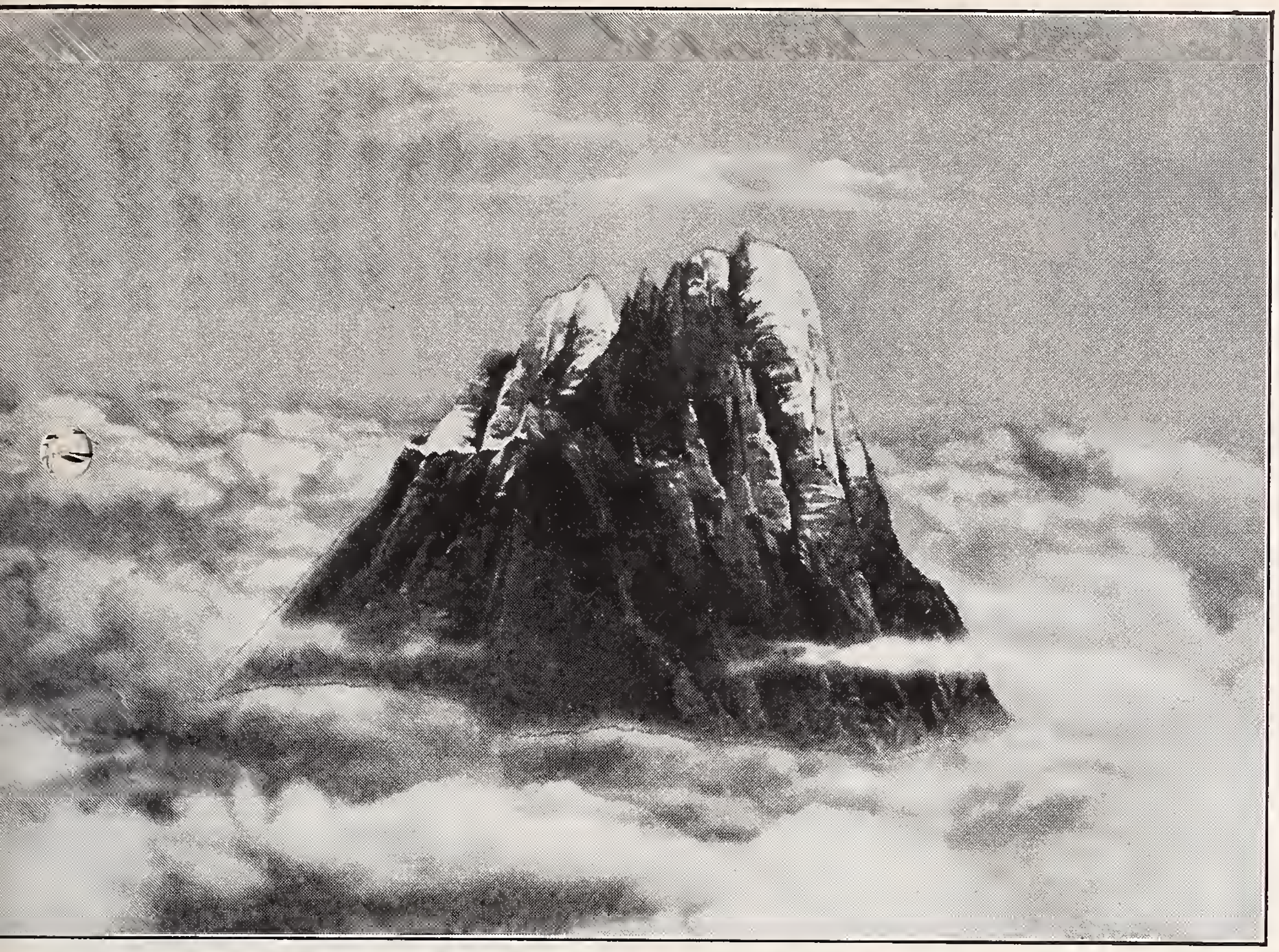
Hollywood, Oct. 9

PLENTY of action and a straightforward story make this Western, starring Don Barry, a lively, attention-getting production. William Berke produced, directed and helped write the script, with Victor West.

The picture opens with the murder of a Texas Ranger who had been crowding a bandit named Mungo (Robert Lowery) too closely for the latter's comfort, and moves on to the enrollment of the victim's brother, played by Barry, in the Rangers on condition that his first assignment be the apprehension of Mungo. Barry adopts the name of an outlaw whom he slays in the line of duty and manages to join up with the Mungo gang, now holed up in Mexico, for the purposes of luring the gang back across the border and into a Ranger trap set up around an El Paso bank. Although several complications intervene, the project is successful.

Running time, 57 minutes. General audience classification.

(*Additional review on page* 18)



FIRST
AIR
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EDITION
OF
MOTION
PICTURE
DAILY

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and congratulations
Martin Quigley
for the fast work in
getting this good news
to your subscribers!

ROCKY MOUNTAIN' REACHES NEW HIGH!

Warners' Blanket Promotion Gets Record Coverage . . . 3 Networks! CBS, ABC, NBC — 58 Broadcasts! Newspaper Syndication, Full-Page News-Photo Reports, Newsreel, Magazines.

RECORD BUSINESS IN 1ST DOZEN DATES

320 More Openings Cash-in Next Week!

ERROL FLYNN
AND STARDOM'S NEW LOVELY LADY...
PATRICE WYMORE

ROCKY MOUNTAIN

with SCOTT FORBES · DIRECTED BY WILLIAM KEIGHLEY · PRODUCED BY WILLIAM JACOBS
Screen Play by WINSTON MILLER and ALAN LeMAY
From a Story by Alan LeMay Music by Max Steiner

National Pre-Selling

PARAMOUNT has set a comprehensive tieup for "Let's Dance" with Prim Hosiery Corp., and Fred Astaire Dance Studios, which will be sparked by national magazine and newspaper copy featuring Betty Hutton, who stars with Astaire. Prim has set a window-trimming contest for dealers starting Oct. 15 with $100 savings bonds awarded as prizes to display directors. The Fred Astaire Studios will proclaim "Let's Dance Week" during the run of the picture in all of their cities. Every woman who enrolls will receive a pair of Prim "Let's Dance" nylons.

●

Fifteen thousand delegates attending the 43rd Annual Worldwide Convention and Exposition of the Milk Industry Foundation will be given a special preview of Universal-International's comedy, "The Milkman" in Atlantic City on Oct. 17. An eight-page promotional booklet has been prepared by the Foundation to guide its members on the film.

●

The $15,000 contest to find "Marguerite" as special exploitation for Monogrom's new Cinecolor picture, "County Fair" will close on Oct. 15. The winner will get a boodle-bog of prizes, but Monogram has already won 32,500 radio and television plugs on the air, which is the number of sponsors multiplied by the number of times they have mentioned the contest.

●

Twentieth Century-Fox will break its national magazine advertising campaign on "An American Guerrilla in the Philippines" in the November issues of *Good Housekeeping,* on the stands Oct. 20; *Woman's Home Companion,* Oct. 20; *Coronet,* Oct. 25; *Red Book,* Oct. 27; *Cosmopolitan,* Oct. 27; *Seventeen,* Nov. 1; *Saturdoy Evening Post,* Nov. 1; *Life,* Nov. 3, and *Look,* Nov. 7.

●

M-G-M will advertise "Two Weeks with Love" in November fan magazines as follows: one page in two colors, in *Modern Screen, Screen Stories, Movieland, Screen Guide, Screenland, Silver Screen, Motion Picture, Movie Story, Movie Life, Movie Star Review* and *Photoplay.*

●

"Union Station" grossed $35,000 for the benefit of the Sister Kenny Foundation in its premiere ot the Paramount, on Broadway, last week. The blueprint will be followed in other key runs.

●

S. Barret McCormick, national advertising director for RKO Radio, has full-page, black-and-white ads on "Mad Wednesday" appearing in *Collier's* of Oct. 21, *Saturday Evening Post,* Oct. 21, and *Look* on sale Oct. 24.

●

Si Seadler, M-G-M advertising manager, is plugging "King Solomon's Mines" as "The Picture of the Month" for November in one-column space in *American* magazine, *Collier's, Cosmopolitan, Good Housekeeping, McCalls, Seventeen, True Story,* and *Woman's Home Companion.*

—Walter Brooks

Final Master Plan Set for 'Scheduled Performances'

A final step-by-step master plan of 20th Century-Fox's "scheduled performance" showings of Darryl F. Zanuck's "All About Eve" was released here yesterday by the company. It comprises a large portion of a forthcoming press-book on the picture, and sets forth a blue-print based on months of research and discussions with exhibitors over the country in an attempt to facilitate the operations of the unique presentation policy, the company stated.

Beginning with an outline of the policy as laid down recently by Andy W. Smith, Jr., distribution vice-president, the plan carries all of the points suggested in the distribution chief's memorandum to sales personnel. This statement of policy covers such items as single feature showing of the film; not seating patrons once the picture starts; clearing the house after each performance; selling tickets in advance, and advertising the new policy well in advance of the opening.

The first announcement of the policy, it is suggested, should be made at least three weeks in advance of the exhibition date. This should be made with a trailer as well as in newspaper ads and in publicity. A special trailer for this purpose has been made available by the company.

"The desire of most people to see a picture from the beginning, as well as the novelty of the 'scheduled performance' plan should get further assistance from local Chambers of Commerce, Better Business Bureaus, educators, and others in an endorsement campaign commending the theatre on its forward stride in making patronage of the theatre easier and with more comfort," the company recommends.

The press book also recommends that a special hard ticket be used; however, if roll tickets are sold either by hand or from machines they should be clearly stamped with the time and date of performance to avoid confusion and over-seating for a specific performance.

A special additional box-office is recommended to handle the advance sale. In addition, many theatres "might put tickets on sale in cigar stores, drug stores, stationery stores, hotels, etc." In this connection, it is suggested that any theatre circuit that operates other houses in a town, particularly neighborhood houses, should arrange to handle advance sale tickets at those theatres for the convenience of patrons who do not want to go downtown to purchase seats. Cross-plug trailers may also be used in this kind of set-up, the master plan further recommends.

It is suggested, too, that a newsreel, a cartoon or any other short subject be used in order to fill out the time required for each show. Since the picture runs two hours and 18 minutes, this will approximate a three-hour performance. This program should be decided upon by the individual exhibitor to suit his local conditions, it is pointed out.

Sixteen from DuMont To Service in Month

Sixteen members of the staff of DuMont Television have left the company within the past month to join the Armed Forces.

They are Marinus Bruinooge, Charles Terhune, Donald Baker, George Doescher, Howard MacMillan, Ronald Kreuger, Frank De Lillo, William Binns, Edward Hlipala, Henry Hughes, Millard Nolze, Herbert Gary, John Lewis, Ralph Constable, James McIlroy, Edward Kunz, and Angelo Calderone.

New One for Airdrome

Hartford, Oct. 9.—Newest drive-in theatre to open for business in Connecticut is the 600-car Lake Drive-in on Route 69A between Waterbury and Meriden.

British Film Academy Elects Six Fellows

London, Oct. 9.—The British Film Academy has elected its first six Fellows, "considered by the creative leaders of the industry to be worthy of he distinction for outstanding creative work over a period of years." They are Cecil Hepworth, George Pearson, Anthony Asquith, Sir Michael Balcon, Sir Laurence Olivier and Carol Reed.

Frank Gross, 65, Cleveland Pioneer

Cleveland, Oct. 9.—Frank Gross, 65, president of Theatre Enterprises operating a circuit of independent theatres in Cleveland and Bedford, and one of the earliest local exhibitors, died at his home here yesterday.

Canadians Believe That Joint US-UK Film Censorship Is Legally Possible

Ottawa, Oct. 9.—It is understood here that it is legally possible to establish effective film censorship control by an international pact between Canada and the United States authorities to carry out the proposal put forth before the first national convention of provincial censors of motion pictures in Toronto. At present, it is emphasized here, no such discussions have taken place to reach such an agreement.

The statement made to convention delegates by J. J. Fitzgibbons, president of Famous Players Canadian Corp., of Toronto, that some form of international agreement could be envisaged by him as the likely solution of the problem of how to regulate television programs, has roused considerable interest in the motion picture business in Canada. He added at the same time that it would not be long before television became connected with all nations of the world by cable or microwave.

Coming Events

Oct. 10-11—Theatre Equipment and Supply Manufacturers Association trade show and convention, Stevens Hotel, Chicago.
Oct. 11—Metropolitan New York Exhibitors Luncheon Testimonial for A. W. Smith, Jr., Hotel Astor, New York, 12:30.
Oct. 11—Cinema Stamp Coll[illegible]rs meeting, Hotel Astor, New York
Oct. 13-14—Paramount regional sales meeting, Warwick Hotel, New York.
Oct. 13-14—Paramount regional sales meeting, Toronto.
Oct. 15—Florida State Theatre Owners meeting, Jacksonville.
Oct. 16-20—Society of Motion Picture and Television Engineers 68th semi-annual convention, Lake Placid Club, Lake Placid, N. Y.
Oct. 18-19—Kentucky Association of Theatre Owners convention, Brown Hotel, Louisville.
Oct. 19—New York Independent Theatre Owners Association Annual Installation luncheon, Hotel Astor, New York, 12:30.
Oct. 20-22—Variety Clubs International annual mid-year conference, William Penn Hotel, Pittsburgh.
Oct. 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Oct. 27-28—Paramount regional sales meeting, Stoneleigh Hotel, Dallas.
Oct. 27-28—Paramount regional sales meeting, Winnipeg.
Oct. 30-Nov. 1—Allied Independent Theatre Owners of Wisconsin annual convention, Hotel Schroeder, Milwaukee.
Oct. 30-Nov. 2—Theatre Owners of America national convention, Shamrock Hotel, Houston.
Oct. 31—Motion Picture Theatres Association of Ontario annual convention, King Edward Hotel, Toronto.

'Shoot the Works' for 'Destination Moon'

Chicago, Oct. 9.—Eagle Lion Classics is shooting the works in promoting "Destination Moon," which opens here Wednesday at the Roosevelt.

ELC publicity men Chuck Moses, of the New York office, and Milton Overman, have worked up a big campaign, with Leon Brandt, ELC's national director of advertising, in town from New York, helping them, and special scientific assistance being given by R. L. Farnsworth, president of the American Rocket Society.

Today, tomorrow and Wednesday, "Destination Moon" men stroll through the crowded Loop in space suits. A promotion stunt was cooked up with the *Chicogo Herald-American* whereby the paper's 50 teenage reporters were given a special screening and interviewed Albert V. Shatzel, assistant director of the *Adler Planetorium,* resulting in considerable press attention. Army and Air Force recruiting stations are being used too. They are exhibiting suits and equipment from the picture. Letters have been sent to high school principals, college professors, students, and scientists urging them to see the film. .Records disc-jockeyed over networks, telecasts and numerous other promotion media further stressed the production.

FLASH!

REPUBLIC'S "SURRENDER" BIG IN BROADWAY OPENING-

BRANDT'S GLOBE

HERBERT J. YATES presents

SURRENDER

STARRING

VERA RALSTON

JOHN CARROLL · WALTER BRENNAN

with FRANCIS LEDERER · WILLIAM CHING · MARIA PALMER

and IANE DARWELL · RAY BARCROFT · PAUL FIX

Screen Play by James Edward Grant and Sloan Nibley

Story by James Edward Grant • Directed by ALLAN DWAN

A REPUBLIC PICTURE

Republic Pictures Corporation—Herbert J. Yates, President

TV Impasse

(*Continued from page 1*)

lacs,' to break the log-jam on theatre television equipment.

"Once the equipment impasse is solved, the development of exclusive box-office programs in theatre television will follow immediately, because there will be enough seating capacity to support good television shows."

Drawing the attention of theatrical equipment manufacturers and suppliers to the theatre television potentials, Halpern said that he estimated "a potential total revenue of $500,000,000 in theatre television system capital equipment, plus an operating revenue of $5,000,000 dollars yearly for maintenance and service." He explained that these estimates included the equipment for individual theatre showing, studio and mobile pickup originations and interconnection facilities for theatres and areas.

In discussing the manufacturers' integral stake in theatre television, Halpern outlined a number of recommendations to the industry:

1. "One of the biggest roadblocks in theatre television progress is the current price of about $25,000 for equipment. The current theatre television models are all in the Cadillac class. It is necessary that manufacturers consider the feasibility of early development of lower priced Ford models in theatre television equipment. These Ford models, priced for the treasury of most theatres, can open the road to more rapid theatre television growth."

2. "With recent developments in color television, the importance of immediate progress towards color theatre television cannot be over-emphasized. Manufacturers would be letting down this industry if they did not prosecute vigorously their research and development programs for color television in theatres as quickly as possible. But exhibitors, no less than television broadcasters, cannot afford to sit back and wait for color television tomorrow without operating black-and-white today."

3. "The development of efficient television connections between theatres and areas on an economic basis is of supreme importance in theatre television operations. It is possible at times to interconnect theatre television today by using telephone facilities, coaxial cable, matched pairs or microwave radio relay. The trouble is that these facilities are terribly restricted and overloaded, not technically adequate for many of the programs desired for theatre television, and cost excessively for the uses involved. To this end, the forthcoming hearings by the Federal Communications Commission for the allocation of air frequencies specifically for theatre television are most important and deserve industry-wide support."

4. "Further improvements are needed in directional theatre screens for the direct projection system, so that it will be possible to operate a single superior screen for both television and films."

5. "It is necessary that the industry develop adequate technical personnel to man the installation and operation of theatre television equipment on an efficient basis. The recent training program instituted by RCA for theatre television operation are to be commended."

In conclusion Halpern said, "For the past few weeks nine theatres have televised football in seven different areas, the largest simultaneous showing in theatre television history. All in all, theatre television is off to a good start. In the next period ahead, the improvement of both programs and equipment must be synchronized to the more rapid pacing of theatre television growth. For theatre television must grow rapidly to stimulate public interest before public television habits become ingrained outside the theatre."

Review

"The Milkman"

(*Universal-International*)

JIMMY DURANTE and Donald O'Connor have teamed up together for a rollicking comedy that pays jovial tribute to that American institution—the milkman. There is something about Durante that can invest an ordinary line or situation with full-bodied laughter. The picture is one that reaches into about every department of comedy and ranges from routine to excellent. At all times it is diverting entertainment that will appeal to the entire family.

The screenplay is an easy going affair devised largely as a springboard for the talents of Durante and O'Connor. The former is a milkman of 25 years' experience, and apparently all the days of his years have been marked with song. Durante decides to get his young friend, O'Connor, a job with his company. As could be expected, O'Connor's milk route soon turns into a scene of unusual happenings. Complicating matters is the fact that O'Connor's father is the president of a rival milk company. As the story proceeds, O'Connor is accidentally involved in a theft and murder plot. This leads to some wild chases, with the police after O'Connor, O'Connor after the criminals and vice versa. An army of milk truck drivers finally converges on the culprits and capture them. The ending sees a happy merger of the rival milk companies. There is also a merger with pretty Joyce Holden, O'Connor's heart throb.

A number of exhilarating touches stud the picture. Among them are Durante's self-driving milk truck, a scene in which Durante cooks breakfast on his electric blanket, and O'Connor's tendency to quack like a duck whenever nervous as the result of a wartime experience.

Ted Richmond produced and Charles T. Barton directed from the screenplay by Albert Beich, James O'Hanlon, Martin Ragaway and Leonard Stern. Among the songs are "Early Morning Song," "It's Bigger Than Both of Us," "That's My Boy," and "Nobody Wants My Money."

Running time, 87 minutes. General audience classification. Set for November release. M. H.

25% of TESMA Equipment Display Involves Drive-In Operations

CHICAGO, Oct. 9.—Opening day attendance at the annual TESMA-TEDA trade show at the Stevens Hotel here today suffered some because of heavy rain all day Sunday. However, despite the weather, about 1,500 theatre managers, exhibitors and others viewed the 125 various theatrical equipment exhibits put on by 100 manufacturers and dealers. Between 5,000 and 6,000 persons are expected to attend the trade show during the four-day session.

The effect of drive-in theatres on the American theatre scene is much in evidence at this year's show. About 25 per cent of the exhibit space is devoted to equipment which in some way pertains to drive-in theatres.

Also highly evident are the eating habits of film-goers. About 30 per cent of the exhibits are devoted to popcorn, candy and soft drinks.

Sullivan Urges All-Out Effort In Behalf of 'New Dynamics'

CHICAGO, Oct. 9.—Every skill and available dollar which the industry has must be brought into play in perfecting "new dynamics such as three-dimensional films and theatre television to win more patrons to our box offices," Theatre Owners of America executive director Gael Sullivan declared today in an address before the TESMA convention at the Stevens Hotel here.

"We can't afford to wait until color television comes to the home and there is a Coast-to-Coast network of television transmission," said Sullivan. "We face only oblivion if we disperse our energies on futile litigation among ourselves and continue to be suspicious and uncooperative with various branches of the industry one with the other."

Wilfred P. Smith, drive-in designer and operator, called for more showmanship on the part of drive-in operators, the use of TV trailers, correct screen lighting and staff co-ordination.

Other speakers were Paul J. Larsen, Claude Lee, Nathan L. Halpern and E. A. Hungerford, who demonstrated General Precision Laboratory's new theatre television system.

Oscar Neu, TESMA president, presided over the forum.

High Court Appeal

(*Continued from page 1*)

Justices Burton and Reed in favor of high court review.

Court officials would not say whether this highly unusual correction of a previously announced vote was a signal that next week or the following week the court would agree to reconsider the June 5 ruling. They said the court next week might very well refuse to change its mind. But film company officials were quite happy over the development.

The rehearing requests filed by the companies are still pending. The court will not announce decisions again until next Monday, and that is the earliest date at which any further action can be expected.

If only two justices were to switch now, the vote would be 4-to-3 in favor of hearing the film companies appeals.

Should the rehearing requests of the companies be granted, the government has asked that it have time to file a rehearing petition of its own on its appeal.

COMPO Plan

(*Continued from page 1*)

to four, each of whom will be selected on a regional basis.

The idea has been advanced as a logical and fair one for the great body of exhibitors in all parts of the country who will be called upon to help finance COMPO operations, as distinguished from other member organizations which will not contribute financially. It is felt that represe[illegible]on limited to two from each nation[illegible]xhibitor organization, and none of them selected with regard for regional representation, may ultimately prove a weakness in COMPO's organizational set-up.

In this respect, it is known that National Theatres has taken exception to what it regards as inadequate representation on COMPO for Western exhibitors. This has been cited as a principal reason why Charles Skouras, president of National, has not yet committed his huge circuit to participation in COMPO. Skouras is represented as feeling that, regionally, hundreds of his theatres are without even indirect representation on COMPO's board.

Skouras is a member of Theatre Owners of America, whose representatives on the COMPO board are Sam Pinanski, president, and Gael Sullivan, executive director, both of them Easterners. West Coast theatres are represented by the Pacific Coast Conference of Independent Theatre Owners, of which H. V. (Rotus) Harvey is president. Skouras's theatres are not members of PCCITO and, hence, he feels his Western operations are without regional COMPO representation.

His views are said to be similar to those held by other large circuit operators, who are said to have urged consideration of regional, as well as organizational representation on the COMPO board.

However, the plan for regional representation has made little progress and reportedly received a setback at Allied States' national convention in Pittsburgh last week where, outlined informally to Allied leaders, it was received coldly. Allied men are said to have taken the position that the present representation in COMPO is satisfactory to it and, thus, should be to other national organizations. They are reported to have viewed the new plan merely as "appeasement" for "dissidents" and probably would veto it if it is ever brought to a vote.

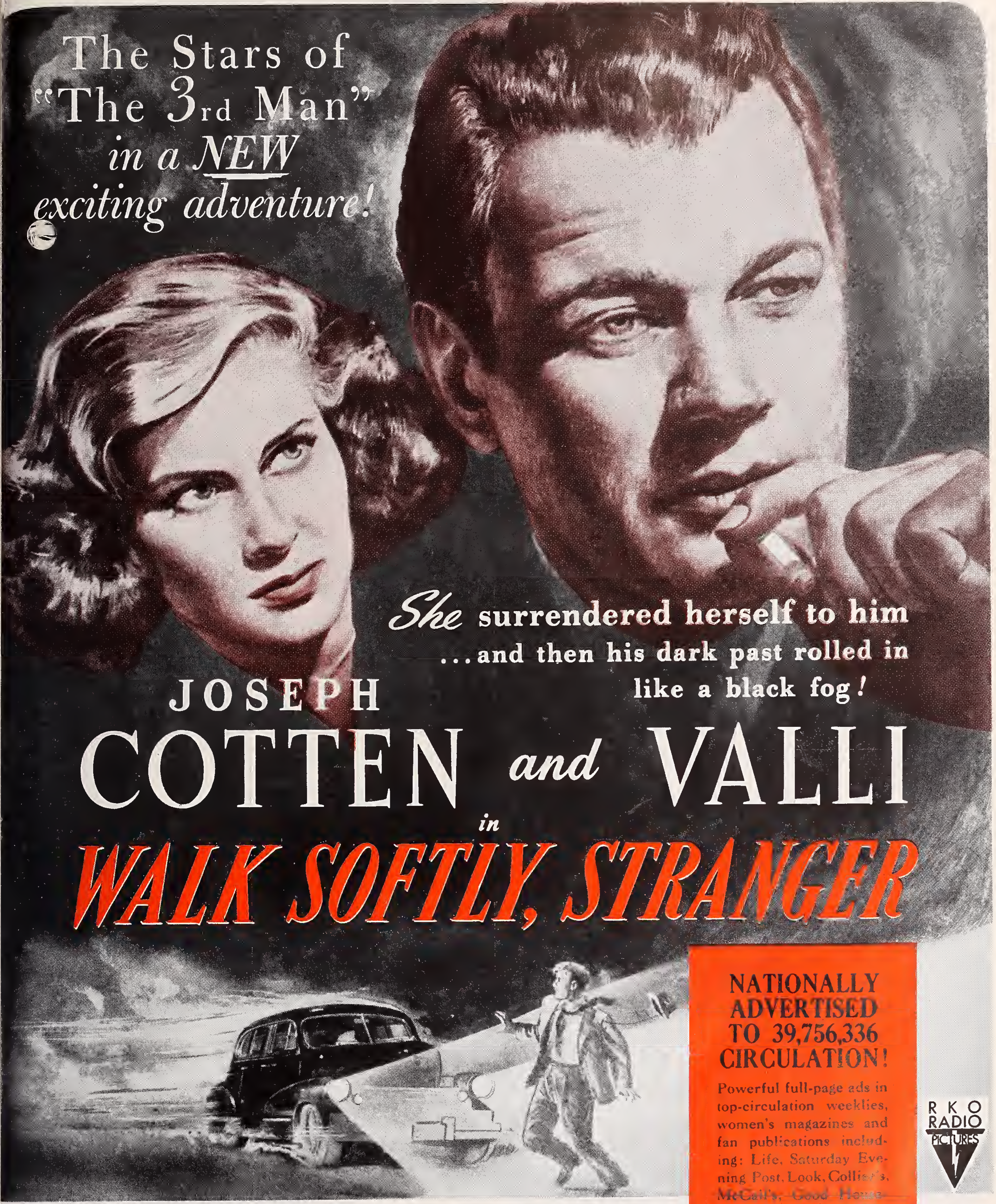
Atlanta Mayor Heads Welcome for 'Flags'

ATLANTA, Oct. 9.—Mayor William Hartsfield of this city will head a group of dignitaries who will greet the troupe of Hollywood personalities winging in from the Coast for the world premiere of 20th Century-Fox's "Two Flags West," at the Fox Theatre here Wednesday night.

Aboard the plane will be Richard Widmark, Richard Conte, Hugh Marlowe, Roddy MacDowall, Lois Andrews, K. T. Stevens, Marion Marshall and Betty Lynn.

Set Bow for 'Milkman'

CHICAGO, Oct. 9.—Universal-International's "The Milkman" will have its world premiere at the Riverside Theatre in Milwaukee on Nov. 2. It will open at the Chicago Theatre on Nov. 24.



The Stars of
"The 3rd Man"
in a NEW
exciting adventure!

She **surrendered herself to him**
...and then his dark past rolled in
like a black fog!

JOSEPH
COTTEN *and* VALLI

in

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NATIONALLY ADVERTISED TO 39,756,336 CIRCULATION!

Powerful full-page ads in top-circulation weeklies, women's magazines and fan publications including: Life, Saturday Evening Post, Look, Collier's, McCall's, Good Housekeeping, American Magazine, True Story, PLUS "This Week" newspaper supplement in 26 important cities!

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A DORE SCHARY Presentation
roduced by ROBERT SPARKS • Directed by ROBERT STEVENSON
Screen Play by FRANK FENTON

Supreme Court to Confer Saturday On 'Boundaries'

WASHINGTON, Oct. 9.—The Supreme Court did not act on the "Lost Boundaries" appeal at today's session—the first business session of the new 1950-51 term.

The justices are slated to discuss the case at a "conference" meeting next Saturday, and will probably say next Monday or the following Monday whether or not they will hear the appeal.

The court today did refuse to hear appeals by the Studio Carpenters against lower court decisions throwing out a series of damage suits which they brought against IATSE and Hollywood studios. The court did not act on a carpenters' request for a direct high court order to the National Labor Relations Board to prosecute unfair labor practice complaints against IATSE and the studios and to drop all proceedings looking towards certification of IATSE as the proper bargaining agent for studio carpenters.

Four carpenters' appeals are part of the old fight against the IATSE. Three of the cases sought damages for the local and individual members for alleged breach of contract by the studios and conspiracies between the studios and IATSE. The Ninth Circuit Court of Appeals threw out these cases on the ground they were controlled by earlier decisions against the carpenters and that nothing in the three new cases required a change in the earlier rulings. The high court yesterday refused to hear the appeal from the Ninth Circuit's ruling.

'U' Promotion

(*Continued from page 1*)

and Rio de Janeiro no more than "an overnight plane hop from Hollywood or New York," world premieres of future U-I pictures backed by the personal appearances of personalities, can be mapped on a global scale in the same effective manner as key city and territorial openings in the domestic market, Blumberg indicated.

The worldwide forum for the interchange of showmanship ideas revealed that advertising, publicity and exploitation patterns which have been effective in successfully launching a picture in the key cities of the United States have proven equally effective, with certain modifications and adaptations to the peculiarities and customs of the particular country, in launching pictures in Europe, Australia, South America and the Far East.

Blumberg indicated that the domestic and foreign promotional forces of U-I will henceforth work as a more closely integrated unit in the interchanging of ideas and the evolving of promotional planning.

The conference, called by Alfred E. Daff, head of foreign distribution for U-I, and David A. Lipton, national advertising-publicity director, as "the first world-wide advertising and publicity meeting in the history of the motion picture industry," to complete plans for the global launching of "Harvey," will be concluded Friday in Hollywood. The advertising and publicity representatives from practically every area in which U-I films are exhibited, left New York last night for California.

TV Networks Minus Profits This Year

"No TV network will make money in 1950, but all hope to start reaping a harvest in a couple of years, as long as there's no third war," according to Merrill Lynch, Pierce, Fenner and Beane, Wall Street banking firm.

"The set-makers' profits are high, but their dividends are not, Merrill Lynch says, "because they need money to pay for bigger plants, work-in-process, and inventories." But one can look for more liberal dividends soon, "because most building programs will not be of the same magnitude as they have been heretofore," it was said.

NY Grosses

(*Continued from page 1*)

box-office. This is especially true for the Music Hall and the Roxy, traditional Meccas of the out-of-town filmgoer.

The Music Hall, for example, where "The Glass Menagerie" goes into a second week, took in its estimated $138,000 despite any Series blight on matinees and looks for another strong week at $130,000. "Sketchbook," produced by Russell Markert, is on stage. At the Roxy, "Mr. 880" dipped slightly from an estimated $90,000 for its first week to $85,000; the second and final week is expected to match that figure.

"All About Eve" opens its "Scheduled Performances" at the Roxy on Friday, with Martha Stewart, the Blackburn Twins and an ice show expected to help sell tickets on the experimental in-advance policy.

The Paramount is rolling up a good $73,000 for the opening week of "Union Station," with Duke Ellington's orchestra and Sarah Vaughan topping a stage bill. Another satisfactory opening is the "Breaking Point" at the Strand, where a $30,000 weekend is expected to add up to $60,000 for the first week. At the Capitol, "Born to Be Bad" bows out after two weeks with $35,000 expected for the final; "A Life of Her Own" will open there tomorrow, with Richard Himber's orchestra on stage.

The Series effect was marked at the Victoria, where a lack-lustre opening of "State Secret" on Saturday was followed by a smash $6,000 take on Sunday. A very strong $29,000 is seen for the first week. At Loew's State, a second week for "Toast of New Orleans" is expected to be fairly good at $24,000.

Among the longer runs, "Treasure Island" is holding up well at the Mayfair, with $14,000 expected for a 10th and final week. At the Rivoli, "No Way Out" is down with only $10,000 in sight for a final eighth week; "Two Flags West" will open there on Thursday. "Edge of Doom" is slipping at the Astor, with $11,000 expected for an 11th week, but will hold.

A one-week stand for "Surrender" at the Globe will do a mediocre $10,000, "Red Shoes" at the Bijou is expected to draw $6,000 in its 103rd week, with no complaints from the management. At the Park Avenue, "Madeleine" will conclude a seven-week run with a mild $3,000. "Madness of the Heart," another J. Arthur Rank production, will open there tomorrow.

Goldwyn and Mulvey Give Depositions

Samuel Goldwyn arrived in San Francisco yesterday from Hollywood to give a deposition in his $6,750,000 damage suit against Fox West Coast Theatres and 11 other companies and individuals, his office disclosed here yesterday. He is accompanied by James A. Mulvey, president of Goldwyn Productions, who flew from New York to make a deposition also. Goldwyn is represented by Joseph Alioto, San Francisco attorney.

Hearing was held today on Goldwyn's motion for production and discovery of documents. A further hearing was set for Oct. 23.

The suit, filed last May 16 in San Francisco's Federal Court, charges the defendants with monopoly and violation of the U. S. anti-trust laws and seeks treble damages of $6,750,000. Named as defendants are Fox West Coast Theatres Corp., Fox West Coast Agency Corp., 20th Century-Fox Film Corp., National Theatres, Inc., Golden States Theatre and Realty Corp., United California Theatres, Inc., T. and D. Jr. Enterprises, Inc., San Francisco Theatres, Inc., Excelsior Amusement Co., Inc., Charles P. Skouras, R. A. McNeil and Michael A. Naify.

The complaint charges in part, that the defendants:

1. Combined the "tremendous buying power" arising out of their control of theatres, to purchase films on a non-competitive and monopolistic basis;
2. Used a boycott threat against producers and distributors unless their terms were complied with and tried to influence competitors to refuse to bid on such films;
3. Influenced, coerced and compelled producers and distributors to sell them motion pictures at lower prices; and,
4. Stifled competition for buying films by denying competitors access to the market.

Heineman to Survey 4 Western Exchanges

William J. Heineman, Eagle Lion Classics distribution vice-president, will leave here at the weekend for two weeks of big game hunting in Montana. Thereafter, he will go directly West to begin a survey of business activity at four ELC exchanges. He will visit Seattle, Portland, Minneapolis and Chicago, in that order and thereafter return to New York.

Older Services Today

WASHINGTON, Oct. 9.—Funeral services will be held tomorrow afternoon for Andrew H. Older, 33, Washington correspondent of *Film Daily, Radio Daily, The Hollywood Reporter* and *Box Office.*

Older died late Saturday of infantile paralysis after a three-day illness. He is survived by the widow and three children.

Brandt-RKO Deal

(*Continued from page 1*)

ing had been reached, one way or another.

Dembow's return to New York without a deal having been made would appear to indicate that negotiations may have been ended, providing he has adhered to his and Brandt's previously-announced intention in the matter.

Sale of Reade Stock In 12 Theatres to RKO Is Complete

Final completion of the deal by which RKO Theatres has acquired the 25 per cent Reade interest in Trenton-New Brunswick Theatres, at a purchase price reported to be $1,500,000, was announced here by Ned E. Depinet, RKO president yesterday.

"There has been an amicable [illegible]ement of the relations among RK[illegible]nd the interests of Walter Reade and of the Storrs estate in connection with the Trenton-New Brunswick Theatres Co., which operates 12 theatres in Trenton and in New Brunswick, N. J.," Depinet said. "As a result of the settlement, the company will hereafter be jointly owned by RKO and the Storrs estate and will be operated under the management of RKO."

The settlement followed months of negotiation and litigation over the severance of the joint operation of the theatres, which was ordered dissolved under the court decree in the government's New York anti-trust suit. The Reade interests, headed by the Walter Reades, Sr. and Jr., countered RKO's original offer to buy the stock with a proposal that RKO sell its 50 per cent interest at book value.

Trustees of the Frank V. Storrs estate are Richard Huber, Allan Wolf and the Chase National Bank. Storrs, with Reade, Sr., founded the circuit in 1922.

Football-TV

(*Continued from page 1*)

ly held the attention of most sports-minded patrons.

Fabian's Fox in Brooklyn, which teleast the Notre Dame-Purdue upset, reported a slight increase over the opening game, but still had plenty of room in the house. Reception was excellent, however, and the audience reacted well, with a stadium spirit engendered. The same game was shown at the Fabian first run in Albany.

At Chicago, Balaban and Katz's State-Lake and Tivoli both reported slightly larger crowds for their "Big 10" telecasts, but the total was still only fair. Both houses reported excellent reception and favorable audience reaction.

At Detroit, the 4,000-seat Michigan Theatre televised the Michigan-Dartmouth game to an attendance of 1,500 persons—down a thousand from the opening game the week before.

New Palsy Director

Norman H. Kimball has been appointed public relations-fund-raising director of the Cerebral Palsy Society of New York City, it was announced by Jack Hausman, society president at the monthly executive board meeting of The Society.

MGM Group Sales

(*Continued from page 1*)

week. However, he stated it is not yet ready.

A. W. Smith, Jr., 20th Century-Fox distribution vice-president, made an announcement of a plan to sell 20th-Fox's full season's schedule to small town situations at one time, with a cancellation privilege, during his address to the Allied convention. Columbia, also, has made such a plan available.

IT IS A MATTER OF AIR MAIL CONSEQUENCE TO ALL EXHIBITORS TO KNOW THAT A NEW HIT OPENED AT THE VICTORIA THEATRE, N.Y. TO RAVE REVIEWS

Douglas FAIRBANKS, Jr.
Glynis Jack
JOHNS · HAWKINS

STATE
SECRET

with HERBERT LOM
A Frank Launder and Sidney Gilliat Production
Written, Produced and Directed by SIDNEY GILLIAT
A COLUMBIA PICTURE

1950
Yes — it's Columbia's Year!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Aug. 20	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)		A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	SILVER RAIDERS Whip Wilson O		THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min. (Rev. 8/29/50)		(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)			FALLEN IDOL Ralph Richardson D-94 min (Rev. 10/1/49) (Release—Aug.)
Aug. 27	CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50) ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)	(Aug. Releases) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50) THE SUN SETS AT DAWN Walter Reed D	SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)		(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)		BORN TO BE BAD Joan Fontaine Robert Ryan D—94 min. (Rev. 8/22/50)	BROKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50)		(Aug. Releases) ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)	KISS TOMORROW GOODBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	
Sept. 3	BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)	EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)			SUNSET BOULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)	LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D—60 min. (Rev. 8/31/50)	JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)	CARIBOO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)	THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)	DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D—77½ min. (Rev. 8/4/50) LOUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50)		THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min (Rev. 1/31/50) (Release—Aug.)
Sept. 10	STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)		A LIFE OF HER OWN Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	BIG TIMBER Roddy MacDowell O		FRISCO TORNADO Alan Rocky Lane O—60 min. (Rev. 9/11/50)	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)		MADNESS OF THE HEART Margaret Lockwood Paul Dupuis D	TEA FOR TWO Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	
Sept. 17	(Sept. Releases) THE PETTY GIRL (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50)	(Sept. Releases) NAUGHTY ARLETTE Mai Zetterling D—86 min.	DEVIL'S DOORWAY Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)	LAW OF THE PANHANDLE Johnny Mack Brown O—55 min.	(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)			MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50)	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)		PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	**LIPPERT**
Sept. 24	WHEN YOU'RE SMILING Jerome Courtland Lola Albright M—75 min. (Rev. 8/25/50)	HIGH LONESOME John Barrymore, Jr. Lois Butler O—81 min. (Rev.8/8/50) BLACKJACK George Sanders Patricia Roc D			UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)	PRISONERS IN PETTICOATS Valentine Perkins Robert Rockwell D—60 min. (Rev. 9/18/50)	EDGE OF DOOM Dana Andrews Farley Granger D—99 min. (Rev. 8/3/50)	PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)		(Sept. Releases) SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix O—77 min. (Rev. 8/28/50)		
Oct. 1	INDIAN TERRITORY Gene Autry Gail Davis O—70 min. (Rev. 9/7/50) ACROSS THE BADLANDS Charles Starrett O—55 min. (Rev. 9/15/50)	HER FAVORITE HUSBAND Jean Kent C PAPER GALLOWS Dermott Walsh D	TOAST OF NEW ORLEANS (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)			REDWOOD FOREST TRAIL Rex Allen O—67 min. (Rev. 9/18/50)		FAREWELL TO YESTERDAY (Documentary) 90 min. (Rev. 9/12/50)		SHAKEDOWN Howard Duff Brian Donlevy Peggy Dow D—80 min. (Rev. 8/23/50) THE SLEEPING CITY Richard Conte Coleen Gray D—85 min. (Rev. 9/6/50)	THE BREAKING POINT John Garfield Patricia Neal D—97 min. (Rev. 9/11/50)	I SHOT BILLY THE KID Don Barry O—57 min. (Release: Aug.) (Rev. 8/2/50)
Oct. 8	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)		RIGHT CROSS June Allyson Dick Powell D—90 min. (Rev. 8/16/50)	CHEROKEE UPRISING Whip Wilson O		SUNSET IN THE WEST (Color) Roy Rogers O—67 min. (Rev. 9/27/50)	OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50)				TRAIN TO TOMBSTONE Don Barry O—56 min. (Release: Aug.) (Rev. 9/7/50)
Oct. 15	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie	(Oct. Releases) THE SECOND FACE Ella Raines D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D—91 min. (Rev. 10/4/50)	MODERN MARRIAGE R. Hadley D—66 min. (Rev. 4/6/50)	(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	THE MISSOURIANS Monte Hale O		MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50)	ELLEN Robert Young D	(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)	THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	
Oct. 22	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50) BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	SO LONG AT THE FAIR Jean Simmons D ONE MINUTE TO TWELVE D—90 min.	THE MINIVER STORY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)			NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50) I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)		WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)	GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	RETURN OF JESSE JAMES John Ireland D—75 min. (Release: 9/8/50) (Rev. 8/31/50)
Oct. 29	RAIDERS OF TOMAHAWK CREEK Charles Starrett O	TWO LOST WORLDS D—90 min.			CASSINO TO KOREA (Documentary—58 min.) (Rev. 9/26/50)				THREE HUSBANDS Eve Arden Emlyn Williams D	WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D—77 min. (Rev. 10/4/50)		HOLIDAY RHYTHM All-Star Cast M (Release 10/13/50)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

GOOD TIME GIRL

is the greatest natural exploitation title in twenty-five years*

SHORTCUT TO SHAME!
GOOD TIME GIRL
SHE'S ALL BAD!

SHORTCUT TO SHAME!
GOOD TIME GIRL

FIRST NEW YORK SHOWING
SHORTCUT TO SHAME!
GOOD TIME GIRL
SHE'S ALL BAD!
GOOD TIME GIRL

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SMASH BUSINESS
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"Cinemagic . . ." *Walter Winchell* • ". . . should be seen by all . . ." *Leonard Lyons* • ". . . high-pitched drama . . ." • *Herald Tribune* ". . . distinguished . . ." *Post-Home News* • "...violent action..." *World-Telegram* • ". . . a lot of physical action . . ." *Daily Mirror* • ". . . genuinely solid portrayals . . ." *New York Times* • ". . . well made . . ." ★★★ *Daily News* • "Good-time girls become tough-time girls in free-for-all..." *Look Magazine*

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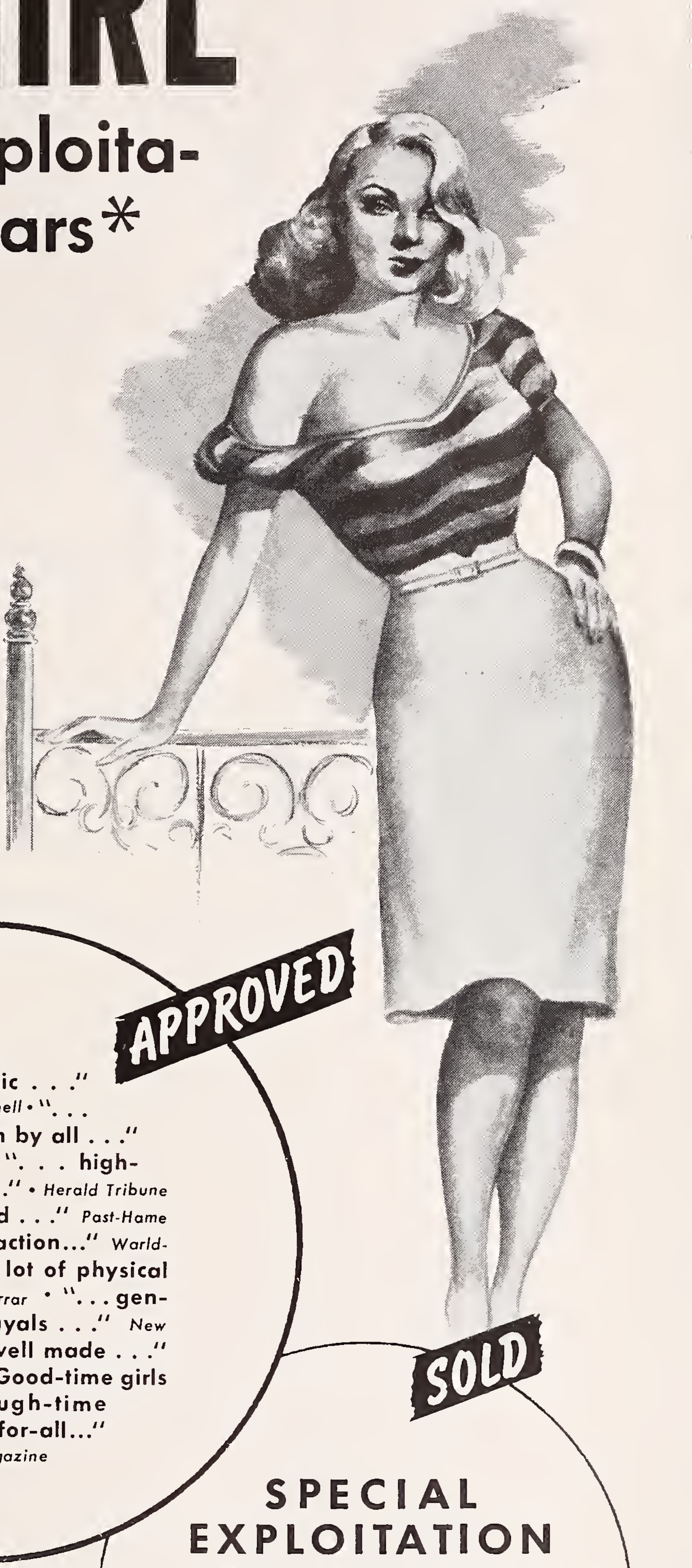

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Your nearest EAGLE LION CLASSICS exchange for immediate bookings!

"GOOD TIME GIRL" starring **JEAN KENT** and the incomparable actress **FLORA ROBSON** star of the smash Broadway hit Black Chiffon

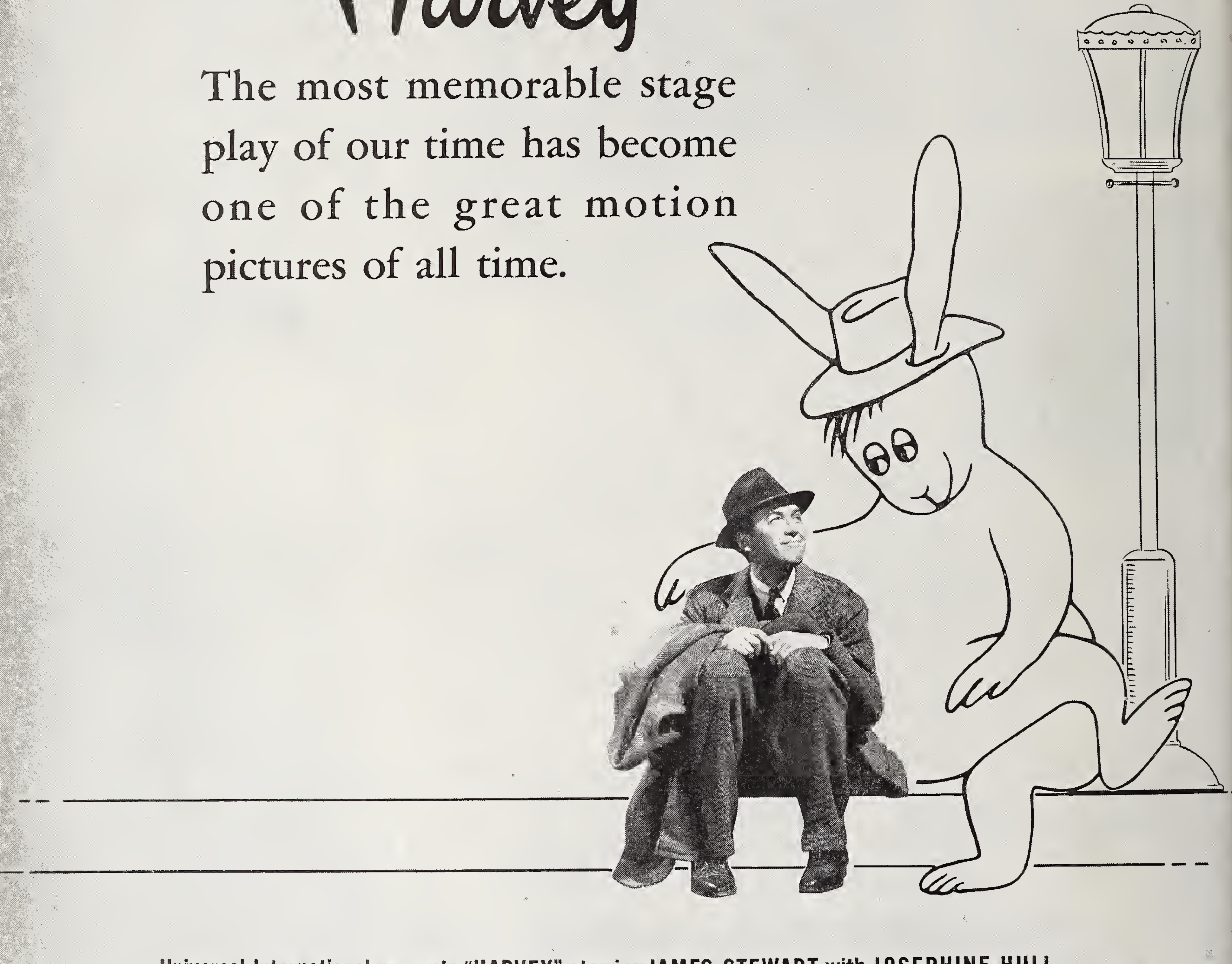
Associate Producer SAMUEL GOLDWYN, JR. • A Sydney Box Production

Tonight
OCTOBER TENTH

the press and distinguished guests in Los Angeles and New York will attend the first invitational preview of

Harvey

The most memorable stage play of our time has become one of the great motion pictures of all time.



Universal-International presents "HARVEY" starring JAMES STEWART with JOSEPHINE HULL
CHARLES DRAKE • CECIL KELLAWAY • JESSE WHITE • WALLACE FORD and PEGGY DOW
Screenplay by MARY CHASE and OSCAR BRODNEY • From the Play Written by Mary Chase and
Produced by Brock Pemberton • Directed by HENRY KOSTER • Produced by JOHN BECK

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MOTION PICTURE DAILY

Accurate Concise and Impartial

V[illegible]8. NO. 71 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 11, 1950 TEN CENTS

SIMPP, MPEA Together on German Stand

Arnall Rejects 'Baited' Quota for Independents

While reports of the German film industry's approach to the problem of a new American import agreement point to the use of a "divide and conquer" technique, it was indicated here yesterday that the Society of Independent Motion Picture Producers will turn down a proffered deal which would raise the independents' exports to West Germany while cutting down those of the Motion Picture Association of America companies.

SIMPP president Ellis G. Arnall disclosed yesterday that the Germans have sought to

(*Continued on page* 4)

US Opposes Ban on All Films to Reds

Columbus, O., Oct. 10.—Apparently the U. S. State Department will not ban shipments of American films to Russia or Soviet satellite countries, according to a letter sent by Francis H. Russell, director of the Department's Office of Public Affairs, to P. J. Wood, secretary of the Independent Theatre Owners of Ohio. The letter was in reply to a wire sent 52 days previously to President Truman by Wood, protesting efforts to send American films behind the Iron Curtain.

"The question of sending films to the Soviet Union is one that has been

(*Continued on page* 5)

Huge Atlanta Parade Marks Bow of 'Flags'

Atlanta, Oct. 10. — The world premiere of 20th Century-Fox's "Two Flags West," at the Fox Theatre here tomorrow will be marked by a huge parade of civic organizations and Hollywood personalities, all led by the last surviving veteran of the Civil War in this state, 105-year-old Confederate General William Bush.

Mayor William Hartsfield, who has declared the occasion "Two Flags West" Day, will be the official host to the nine Hollywood personalities, who include Richard Widmark, Richard Conte, Hugh Marlowe, K. T. Stevens, Randy Stuart, Roddy MacDowell and Marion Marshall.

PCCITO Advances Plan to Keep Open 'Worthy' Theatres

San Francisco, Oct. 10.—A plan for obtaining film rental adjustments and other forms of relief for certified hardship cases among theatre owners is being advanced by the Pacific Coast Conference of Independent Theatre Owners.

The plan calls for the formation of committees of three, with alternates, in each exchange center to investigate and determine the merits of distress cases in an effort to prevent worthy exhibitors from having to close their theatres.

If the committee finds the exhibitor's case to be deserving and caused by excessive film terms, it would call up-

(*Continued on page* 3)

See COMPO Board Meet Next Month

Present indications are that the Council of Motion Picture Organizations will hold another executive board meeting early next month, with the site likely to be New York. The last board meeting was held here Aug. 9-10.

The forthcoming meeting is expected to result in an extension of COMPO's war activities program, to establish a coordinated operation for activities of the COMPO regionals that are now being set up across the country, and to take action on the proposal that COMPO sponsor the suggested industry Star-Makers Contest.

MGM in PCCITO Arbitration Set-up

San Francisco, Oct. 10.—The Pacific Coast Conference of Independent Theatre Owners has been advised by M-G-M that it will put PCCITO's conciliation and arbitration plan into effect in the five West Coast exchange centers covered by the organization.

The plan, calling for local settlement of exhibitor-distributor grievances through conciliation or arbitra-

(*Continued on page* 5)

Dietz Calls M-G-M Promotion Meeting

A special meeting of M-G-M's executive advertising and publicity personnel to discuss immediate and long range planning of promotional activities has been called for today by Howard Dietz, advertising and publicity vice-president.

The conference will study ways and means of expediting the huge production program recently announced by Dore Schary, with specific attention to

(*Continued on page* 3)

Unesco Survey Lifts Hope For World Copyright Pact

Establishment of a universal copyright convention appears closer to realization as a result of official views expressed by major countries during the past few months in replies made to a request for governmental views communicated early this year by the United Nations Educational, Scientific and Cultural Organization to all the countries of the world.

On the basis of these replies, UNESCO has scheduled a meeting of international copyright experts to be held in Washington, D. C., on Oct. 23. The sessions will last about two weeks.

After making a detailed study of the governments' replies, the experts are expected to make specific recommendations to UNESCO concerning the procedure for convoking a diplomatic inter-governmental conference which would prepare a final draft of

(*Continued on page* 4)

'Eve' Advance Sale At 10,000 Figure

Advance box-office sale of orchestra and balcony seats to the "scheduled performances" engagement of Darryl F. Zanuck's "All About Eve" at the Roxy Theatre here have totalled more than 10,000 since they were put on sale last Friday, it was said yesterday. This does not include loge seat tickets which were available three weeks ago following the initial announcement of the premiere on Oct. 13.

Loge seats, it is said, are virtually sold out for the evening performances during the picture's first week.

TESMA Acts On Proposal to Join COMPO

To Weigh That and Joint Meets With TOA, Allied

Chicago, Oct. 10.—The Theatre Equipment and Supply Manufacturers Association convention today voted to appoint a committee to study "the practicability and advisability of joining" the Council of Motion Picture Organizations. Yesterday, Gael Sullivan, Theatre Owners of America executive director, suggested in a convention address that TESMA and TEDA join COMPO in order to unify all facets of the industry.

Today's step in that direction was in the form of a resolution. The committee probably will be appointed tomorrow. Also

(*Continued on page* 5)

Weighs Credit Curb On Theatre Building

Washington, Oct. 10.—The Federal Reserve Board said today it may shortly issue regulations curbing credit for theatre-building and other new construction.

The board today issued regulations requiring stiff down payments and quicker maturity for loans on new houses and houses financed with government credit. Announcing these curbs, top FRB officials said they were "considering" early issuance of similar regulations for non-residential construction and expected such controls to be issued soon. One official said the decision had already been

(*Continued on page* 3)

Paramount Sales Meet Opens Friday

More than 50 executives and their aides will attend the two-day meeting of Paramounts' Eastern and Southern and Mid-Eastern sales divisions to be held Friday and Saturday at the Warwick Hotel here.

The agenda for this meeting and for other regional sales get-togethers in Dallas (Oct. 27-28) and in Toronto (Oct. 13-14) and Winnipeg (Oct. 27-28) was set at the division managers meeting here last month.

A. W. Schwalberg, Paramount Film Distributing president, will preside at the New York meeting. He will be assisted by E. K. "Ted" O'Shea, vice-

(*Continued on page* 2)

Personal Mention

JOSEPH HAZEN, vice-president and treasurer of Hal Wallis Productions, has returned here from Hollywood.

•

WILLIAM W. HOWARD, assistant general manager of RKO Theatres, is touring the RKO Mid-West theatres, making stopovers in Detroit, Grand Rapids, Chicago, and Cleveland.

•

HARRIET and WALTER READE, JR., president of Walter Reade Theatres, Inc., announce the birth of a daughter, their first child, on Oct. 9 at New York's Beth Israel Hospital.

•

OSCAR A. DOOB, Loew's Theatre executive, accompanied by his wife, MRS. DOOB, will return here from a European vacation on the *Queen Mary* tomorrow.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, will return here from Gloversville, N. Y., tomorrow.

•

MRS. L. E. GOLDHAMMER, wife of the Monogram sales executive, will sail from New York Saturday on the *Ile de France* for a European tour.

•

LEON BRANDT, Eagle Lion Classics' advertising publicity director, has returned here from a two-week Minnesota vacation.

•

CARD WALKER and FRANK REILLY, Walt Disney studio executives, have arrived here from the Coast.

Colosseum Talks Open

David Beznor, general counsel for the Colosseum of Motion Picture Salesmen of America, is in New York from Milwaukee for conferences with the distributors' labor relations committee in connection with the union's bid for an increase in on-the-road expense allowances for film salesmen. The attorney will remain here through tomorrow. The distributors' committee is headed by Joseph E. McMahon of Republic.

Paramount Meet

(*Continued from page* 1)

president. The regional groups will be headed by Hugh Owen, Eastern and Southern division manager, and Howard Minsky, Mid-Eastern division manager.

Home office executives who will participate in these sessions will be: Max E. Youngstein, advertising-publiicty vice-president, and Oscar A. Morgan, sales manager in charge of short subjects and Paramount News. Home office chiefs who will be in attendance include: Adolph Zukor, chairman of the board; Paul Raibourn, vice-president; Austin Keough, vice-president, secretary and general counsel; and Louis Phillips, assistant general counsel.

Review

"September Affair"

(*Paramount—Hal B. Wallis*)

PRODUCED in Italy by Hal B. Wallis with a photographic sleekness that compares favorably with the best in black-and-white that has come out of Hollywood, "September Affair" is a modern day romance drama that fits snugly into what might be called the Wallis tradition. It is a film with a number of distinctly positive commercial elements, the most salient of these being its cast. Names like Joan Fontaine, Joseph Cotten, Francoise Rosay and Jessica Tandy are synonymous with "good box-office." Other "plus" factors are the splendid outdoor settings chosen for the picture—Rome and Naples—and, of course, the remarkable extent to which cameramen Charles B. Lang, Victor Milner, Farciot Edouart, Dewey Wrigley and Gordon Jennings have captured the brilliancy and flavor of the architecture, statuary, and ancient ruins of those Italian cities. Director William Dieterle, needless to say, comes in for a good share of the bows for these photographic achievements.

The story of "September Affair" however is situated near the bottom of the picture's scale of commercial values, principally because it is so slight as to serve as little more than an excuse for a delightful Cook's tour of Rome and Naples and their vicinities. Moreover, the one hour and 44 minutes it takes to recount the meeting, living-together and ultimate parting of a married American business man (Cotten) and an unmarried concert pianist (Miss Fontaine) make the story line seem even more tenuous than it actually is.

Unhappily married, Cotten took an Italian vacation to give his wife back in the States a chance to file a divorce action. He and pretty fellow-traveler Fontaine miss their U.S.-bound plane, and when the air liner crashes in mid-ocean, killing all occupants, and reportedly themselves, the two agree to live together as man and wife in a beautiful villa which wealthy Cotten rents. After what appears to be a few months of this "phantom life," Miss Fontaine detects in her lover a yearning for his teen-age son and the engineering career he left in America. They build slowly up to parting and eventually achieve it, with Cotten returning to his family, and the pianist, approaching the pinnacle of musical success, heading for South America. The unhappy wife is played by Miss Tandy while Miss Rosay plays the pianist's friend and mentor in Italy.

Others in the earnest cast include Robert Arthur, Jimmy Lydon, Fortunio Bonanova, Grazia Narciso and Anna Demetrio. The screenplay by Robert Thoeren was based on a story by Fritz Rotter. The musical score, under the direction of Victor Young, includes a phonograph rendition by Walter Huston of "September Song."

Running time, 104 minutes. Adult audience classification. Release date not set.

CHARLES L. FRANKE

MPAA Unit Hosts Swedish Film Heads

Three Swedish film executives were guests of the foreign films advisory unit of the Motion Picture Association of America at a reception at Harvard Club here yesterday. The guests were Dr. Carl Anders Dymling, president of the Swedish Film Producers Association and president of Svensk Film Industry; Gustav Scheutz, vice-president of the Swedish Film Producers Association and president of Europa Film; and Rune Waldekranz, executive producer Sandrew Studios.

Holguin Named U-I's Manager for Mexico

Alfredo Holguin has been named Universal-International district manager for Mexico, it was announced here yesterday by Al Daff, head of U-I foreign operations. Holguin will take up his post Oct. 16. He was previously with M-G-M and Selznick International in Latin America.

To Sign Non-Red Oath

HOLLYWOOD, Oct. 10.—The Screen Directors Guild board of directors has authorized its executive secretary to mail non-communist affidavits to the organization's entire membership.

Half - Holiday for Most NY Offices

RKO Radio and 20th Century-Fox home offices will observe the Columbus Day holiday tomorrow by remaining closed all day with most of the other New York offices of film companies observing a half-holiday. Eagle Lion Classics offices will be open all day.

Companies closing at one P.M. are Columbia, M-G-M, Monogram, the Motion Picture Association of America, Paramount, Republic, United Artists, Universal-International and Warner Brothers.

500 Reservations For TOA Convention

Theatre Owners of America yesterday issued a list of exhibitors who have made reservations for the organization's Oct. 30-Nov. 2 Mid-Century Convention in Houston. It was reported that over 500 reservations already have been made, with new applications being received at the rate of five to 10 a day.

Blaskey Opens Service

Sam Blaskey, for 15 years a buyer and booker for Warner Theatres in Northern New Jersey, has opened offices here at 341 W. 44th St.

Newsreel Parade

NEWS from the Korean front marks a highlight in the current newsreels. Other items include the World Series and football. Complete contents follow:

MOVIETONE NEWS, No. 82—UN sanctions crossing into North Korea. Yanks sweep World Series. Purdue upsets Notre Dame.

NEWS OF THE DAY, No. 212[illegible]ea. Canada and U.S. celebrate 100 years of peace. Yanks win Series. Notre Dame beaten.

PARAMOUNT NEWS, No. 15—Yanks win World Series. Notre Dame upset. Korea news report.

TELENEWS DIGEST, No. 41-A—East Germany trip. Italy: hunger for land. News flashes from Morocco, Germany, Japan, New York and Germany. Yanks win.

UNIVERSAL NEWS, No. 394—Korea news report. World Series won by Yanks. Vanderbilt upsets Alabama.

WARNER PATHE NEWS, No. 120—ECA in France. German trade fair. U. S. in Korea. World Series won by Yanks. Football.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Columbus Day, a legal holiday.**

'Outsider' Auten's First

"The Outsider," produced in England by Fillippo del Guidice, will be Ballantine Pictures' first release, it is announced by Capt. Harold Auten, head of the recently organized company. Openings have been set at the Dupont Theatre, Washington, Oct. 18, the Beacon Hill Theatre, Boston, Oct. 19, and at the Art Theatre here early in November.

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Credit Curbs

(*Continued from page* 1)

made to impose these curbs, and the only question left are details and timing. Those who want to finance new theatre-building, new studio construction or any other major construction project, including probably major additions to existing structures, will have to be prepared to put up more of their own money and also to pay off borrowed money more quickly.

The new curbs will probably apply to new mortgages taken on existing buildings as well as to loans for new building.

These credit curbs are not to be confused with building controls which would require licenses or flatly ban certain types of construction. Both types of controls have the same end—saving materials—but operate differently. Government agencies say they are not yet ready to put on the type of control that flatly bans certain types of non-essential building.

PCCITO Advances

(*Continued from page* 1)

on the exhibitor to furnish a certified public accountant's statement corroborating the facts involved. With this certified evidence, the committee would first endeavor to obtain relief for the exhibitor locally and, if unsuccessful, would bring the case to the general sales manager of the company or companies concerned.

The plan originated at the recent PCCITO convention and now is being pressed locally by organization officers.

Review

"Two Weeks—With Love"

(*M-G-M*)

A NOSEGAY film about those turn-of-the-century-or-thereabouts days, "Two Weeks—With Love" is a pleasant musical slated to deliver general audience satisfaction.

John Larkin is credited with the story which is so slight as to be practically invisible. What he has centered upon is a one-situation affair dealing with the blossoming of Jane Powell into attractive young womanhood made official by the final acquisition of her first corset over the objections of Ann Harding, her mother. Once she gets it, her romance with Ricardo Montalban is formally countenanced.

This is a very flimsy device on which to hang a 92-minute feature. The surrounding devices are drawn from an array of oldtime songs some of which the new generation cannot be expected to know, a series of gags—some funny and many labored—and a full Technicolor application of the nostalgic treatment which the period of the film allows. The songs include such remembered popular tunes as "That's How I Need You," "Oceana Roll," "The Aba Daba Honeymoon," "By the Light of the Silvery Moon," "Beautiful Lady," "My Hero" and "Row, Row, Row." The atmospheric touches embrace old-style bathing suits and mustaches leaning toward the handle-bar.

Most of the film takes place in a summer resort in the Catskills where Louis Calhern, playing a bandleader, takes his family for the usual two weeks' holiday. There, the romantic manhunt is in full swing, but Miss Powell is pretty much crowded out of the proceedings by Phyllis Kirk. Miss Powell, of course, wins her man eventually.

The funniest single piece of business—and it assumes riotous proportions—is the sequence which finds Calhern, at odds with Miss Harding, spending the night with their two young sons. He dozes and accidentally touches off skyrockets and other devilish fireworks which the boys have hidden under the bed. It's hardly a new idea, but that does not make it any the less funny, especially as director Roy Rowland has handled it in this instance.

While performances are perfunctory and Miss Powell is in very good voice, the personality which breaks through is Debbie Reynolds, who plays Jane's younger sister. She bears watching as a comer of high potential. Carleton Carpenter, as the gawky youngster burdened by his own adolescence, is refreshing.

Larkin collaborated on the screenplay with Dorothy Kingsley. Jack Cummings produced.

Running time, 92 minutes. General audience classification. Release date, November 10, 1950.

RED KANN

FCC Ruling on Color TV Seen by Friday

Washington, Oct. 10.—The final Federal Communications Commission decision on color television is expected before the weekend, and may even come down tomorrow.

A top FCC attorney, when asked how imminent the decision was, said he "wouldn't be at all surprised" to see the announcement by Friday.

M-G-M Meeting

(*Continued from page* 1)

the seven-month schedule of releases just revealed by general sales manager William F. Rodgers. Activities in studio, home office, field and international operations will be mapped out for the next year.

The meeting will be attended by Howard Strickling, in charge of studio publicity; Silas F. Seadler, advertising manager; John Joseph, publicity head; Dan S. Terrell, exploitation manager; Herbert Crooker, William Ornstein and Tom Gerety of the home office publicity department; David Blum, international department publicity head; Ernest Emerling, Loew Theatres' publicity and advertising manager; Frank C. Walker, general manager of M-G-M Records; Edward J. Churchill and O. A. Kingsbury, executive heads of Donohue & Coe; Abe Olman, general manager of Robbins Music Co.; Harry Link, professional manager of Leo Feist and Jo Ranson, publicity head of WMGM.

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Copyright

(*Continued from page* 1)

the universal convention for adoption by the governments.

Historic significance of this trend toward rapport among nations in copyright matters lies in the fact that the proposed inter-governmental conference would mark the first successful attempt to assemble the countries of the Western Hemisphere, Europe and other areas of the world for the specific purpose of adopting a universally acceptable copyright convention.

Neither existing bilateral treaties nor the multilateral copyright instruments now in effect, the Berne Convention and the Pan-American Conventions, would be superseded by the new universal agreement. The various Pan-American Conventions, to which only American republics can accede, determine the relationships between 21 North and South American countries, including the U. S.

Berne Convention

The Berne Convention, originally adopted in 1886, has 41 adherents. Although it is open to signature by any country having adequate copyright laws, it is predominantly a European union. Canada and Brazil are its only Western Hemisphere members. The remaining American countries and some Asiatic countries cannot join Berne mainly because their copyright system contain requirements for formalities such as notice, registration and deposit, which are incompatible with the Berne system.

Recommendations regarding the principles which should provide the foundation for the new convention were drafted at a meeting of international copyright experts convened by UNESCO in Paris last year.

Thus far, 37 countries have submitted replies, the great majority favorable, with only two countries, Afganistan and Switzerland, expressing a negative position.

Seventeen international copyright experts from 15 countries will attend the October meeting in Washington.

SIMPP, MPEA

(*Continued from page* 1)

limit U. S. film imports to 150 in the coming year, with 120 to come from MPAA companies and 30 from SIMPP producers. In 1949-50, he said, some 160 pictures were shipped to Germany, with only 10 emanating from the independents.

While admitting that the German offer is attractive to SIMPP, Arnall reasons that if the American industry sticks together in the making of a new German deal the overall benefits to the U. S. companies will be vastly greater.

"We got a good British deal by sticking together," said Arnall, "and that should be a symbol for other foreign negotiations."

Representing SIMPP in current negotiations with the Germans is Horst Pelckmann of Frankfort. The MPAA negotiator is Mark Spiegel. Action on this side of the Atlantic has encompassed appeals for State Department intervention to see that the U. S. companies do not have the German market knocked out from under them. Both SIMPP and MPAA have approached the State Department in this connection, Arnall said.

TESMA Acts

(*Continued from page 1*)

achieved today was the appointment of a four-man committee to consider "the possibility of arranging a joint convention with either Allied States or TOA, or both."

The latter committee will attend the TOA convention in Houston, Oct. 30-N[illegible], to discuss the joint convention. It was indicated that if the joint convention plan were feasible in the judgment of Allied and TOA, immediate steps would be taken to hold such a joint session in 1951 with either Allied or TOA or both.

Members of the investigating committee are: Oscar Neu, J. O'Brien, J. R. Hoff and V. J. Nolan.

It was suggested that it might be practical to hold joint sessions in alternate years with the two organizations. TESMA officers and board were empowered to carry out the alternative plan if it seemed more advisable. They were authorized also to make the necessary financial arrangements to carry out the plans.

Yesterday's convention session was informed by Barton Kreuzer, manager of RCA Theatre, Visual and Sound Equipment, that the company is immediately placing on sale its new commercial model PT-100 direct-projection theatre TV system.

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Army Head Praises Para. War Film

Barney Balaban, Paramount president, has received a letter from Frank Pace, Jr., Secretary of the Army, congratulating the company on its production of "Cassino to Korea," currently in release. The letter was sent after Pace and several Armed Services commanders had attended a screening of the film in Washington.

US Opposes Ban

(*Continued from page 1*)

carefuly considered and is still being very carefully weighed by top officers in government," said Russell. "Obviously, we do not want to supply films that can be distorted or that can be turned against us by skillful editing.

"There are certain American films, however, that cannot be used in this way and that, on balance, do us more good than harm when distributed behind the Iron Curtain. Reports from various sources confirm this fact." Russell insisted "it is for this reason that we are convinced that we might be cutting off our noses to spite our faces if we in the U. S. imposed a blanket ban on exporting any American films to the Soviet Union—even those dealing with American history or reflecting the fundamental decency of Americans."

Continual Probe

He informed Wood that "we have discussed this subject with representatives of the motion picture industry and we are investigating the subject on a continuing basis." He assured Wood "we, therefore, particularly appreciate having your frank expression of views."

In calling for the ban early in August, Wood argued that there was definite information available that the Soviet did not treat American films in good faith but, on the contrary, used them against us for propaganda purposes.

The Motion Picture Export Association has been endeavoring for two years to put into effect a deal for the sale of 50 American pictures to the Soviet, which was negotiated by Eric Johnston in Moscow. It is this activity that Wood opposed. To date, the Russians have taken no pictures, although more than 100 have been sent to them for viewing.

MGM-PCCITO

(*Continued from page 1*)

tion of complaints, was adopted by 20th Century-Fox last spring for the area covered by the Seattle, Portland, Salt Lake City, San Francisco and Los Angeles exchanges.

Rotus Harvey, PCCITO president, urged other distributors to join in making the plan fully operative.

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BOSTON .... Keith Memorial	Fri.	Oct. 13	8:30 P.M.
BUFFALO .... Century Theatre	Fri.	Oct. 20	9:00 P.M.
CHARLOTTE .... Plaza Theatre	Fri.	Oct. 20	9:00 P.M.
CHICAGO .... Palace Theatre	Fri.	Oct. 20	9:00 P.M.
CINCINNATI .... RKO Screening Room	Wed.	Oct. 18	8:00 P.M.
CLEVELAND .... Palace Theatre	Fri.	Oct. 13	8:30 P.M.
DALLAS .... Paramount Screening Room	Fri.	Oct. 20	2:30 P.M.
DENVER .... Gothic Theatre	Tues.	Oct. 17	8:30 P.M.
DES MOINES .... Orpheum Theatre	Fri.	Oct. 20	8:30 P.M.
DETROIT .... RKO Uptown	Fri.	Oct. 13	9:00 P.M.
INDIANAPOLIS .... Indiana Theatre	Tues.	Oct. 17	8:30 P.M.
KANSAS CITY .... RKO Missouri Theatre	Fri.	Oct. 13	8:30 P.M.
LOS ANGELES .... RKO Pantages Theatre	Fri.	Oct. 13	8:30 P.M.
MEMPHIS .... Fox Screening Room	Fri.	Oct. 20	10:30 A.M.
MILWAUKEE .... Century Theatre	Fri.	Oct. 20	8:30 P.M.
MINNEAPOLIS .... Orpheum Theatre	Fri.	Oct. 13	8:30 P.M.
NEW HAVEN .... Crown Theatre	Tues.	Oct. 17	8:00 P.M.
NEW ORLEANS .... Orpheum Theatre	Fri.	Oct. 13	8:00 P.M.
NEW YORK .... Paris Theatre	Fri.	Oct. 20	10:30 A.M.
OKLAHOMA CITY .... Center Theatre	Fri.	Oct. 20	8:45 P.M.
OMAHA .... RKO Brandeis Theatre	Fri.	Oct. 13	1:00 P.M.
PHILADELPHIA .... Tower Theatre	Fri.	Oct. 20	8:30 P.M.
PITTSBURGH .... Stanley Theatre	Thurs.	Oct. 19	8:30 P.M.
PORTLAND .... Egyptian Theatre	Fri.	Oct. 20	8:15 P.M.
ST. LOUIS .... Ambassador Theatre	Fri.	Oct. 20	8:00 P.M.
SALT LAKE CITY .... Marlo Theatre	Fri.	Oct. 20	9:00 P.M.
SAN FRANCISCO .... RKO Golden Gate Theatre	Fri.	Oct. 13	8:30 P.M.
SEATTLE .... Coliseum Theatre	Fri.	Oct. 20	8:30 P.M.
SIOUX FALLS .... Hollywood Theatre	Fri.	Oct. 20	9:30 P.M.
WASHINGTON .... Keith Theatre	Fri.	Oct. 13	9:00 P.M.

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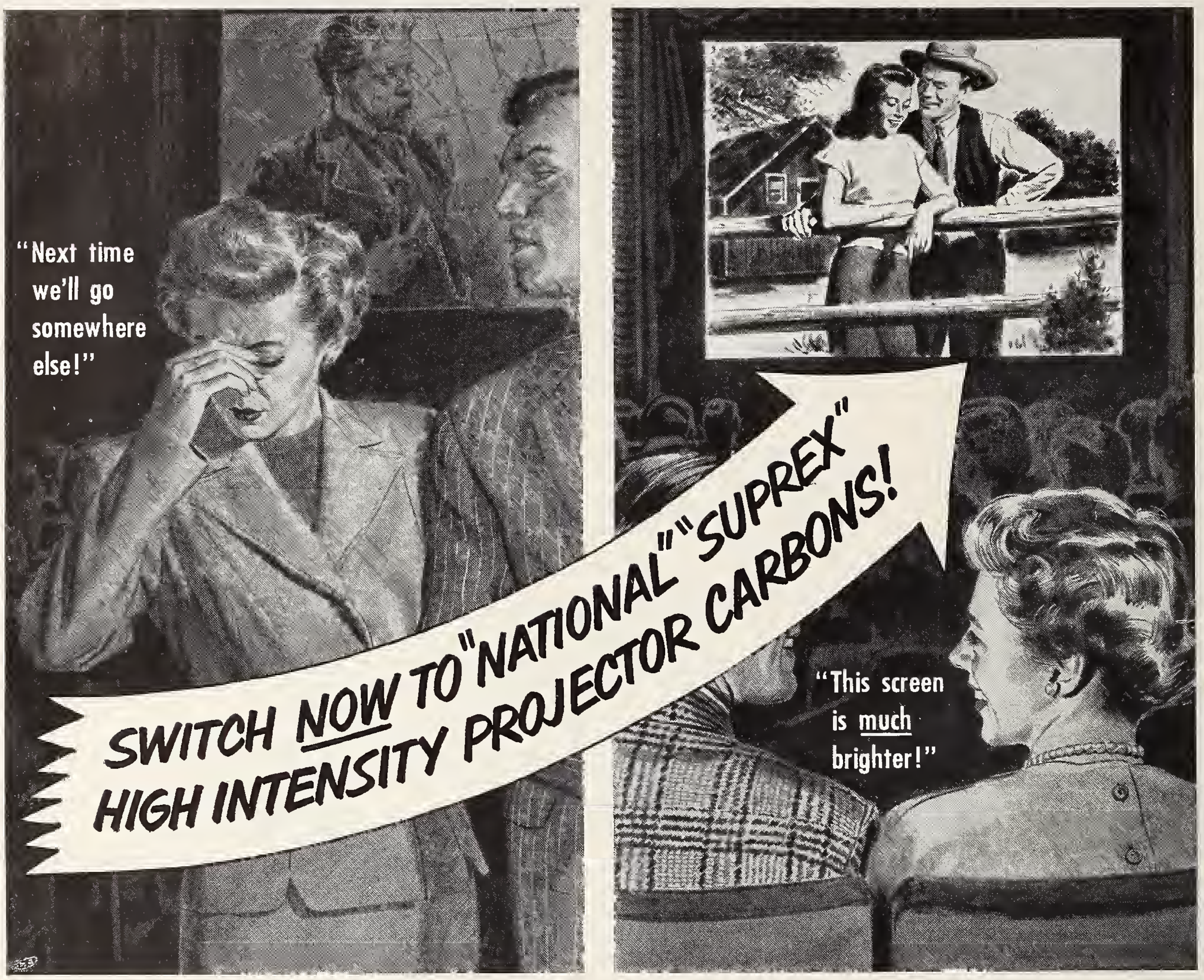
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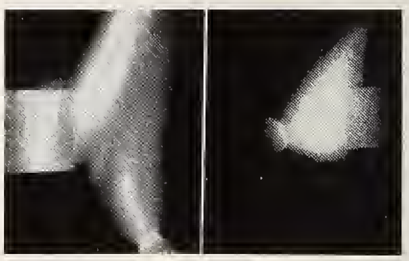

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Key-city Takes Are Still on The Increase

Third-quarter Reports From Field Are Good

Theatre business definitely has taken a turn for the better with box-office grosses in key cities throughout the country showing a marked increase during the three-month period of July, August and September over those of the months immediately preceding

The average per theatre gross for some 140 situations in the period of July through September was $12,613, compared with $11,185 for June.

However, the figures for 1950 are still running behind those of the previous year, 1949 figures for the same three-month period giving an average of $13,633 for 175 situations. But the last two weeks in August showed extraordinarily good business, the average grosses for those weeks actually show-

(*Continued on page 7*)

M-G-M Lists Ad Projects

A general discussion of ideas and expansion of all M-G-M promotional activities for the future highlighted a meeting held Wednesday by Howard Dietz, advertising and publicity vice-president, with executives of affiliated companies and departmental heads of Loew's Theatres, the music and record companies, radio stations, advertising agency and International wing of the organization.

Dietz said that M-G-M's "The

(*Continued on page 7*)

Non-Red Oath Being Prepared for MPIC

HOLLYWOOD, Oct. 12.—A three-part "affirmation," generally interpreted as equivalent to a non-communist oath, is being developed by individual organizations comprising the Motion Picture Industry Council.

The "affirmation" is being prepared with a view toward obtaining its approval by that body as a document to be distributed among Hollywood industry members for signature. It is believed that MPIC, which yesterday

(*Continued on page 6*)

Color Video a 'Certainty,' CBS Says, Hailing Approval

WASHINGTON, Oct. 12.—The Federal Communication Commission yesterday gave final and unqualified approval to CBS color television.

Frank Stanton, CBS president, commented at once: "The action of the FCC in adopting final standards for color television means that color broadcasting is a certainty. The public will now enjoy color television in the home.

"In setting final color television standards the Commission has dispelled the confusion and uncertainty which have existed in the minds of many members of the industry and of the public because of the complex nature of the issue, and has provided a clear objective toward which the entire industry can work."

The Commission said CBS could start telecasting in color Nov. 20, though whether anybody will be able to pick up color programs then is a big question. Some industry com-

(*Continued on page 7*)

Rules Drive-in Car Tax Disregards Number In Vehicle

In a letter intended to clarify any ambiguity that might arise from the language contained in a previous Internal Revenue Bureau statement, Deputy Commissioner of Internal Revenue Charles J. Valaer has informed Theatre Owners of America executive director Gael Sullivan that when drive-in theatres admit automobiles at a single price without regard to the number of persons in a car the tax is computed on the basis of the established price for the admission of automobiles.

An earlier letter received by Sullivan from Valaer stated that a drive-in

(*Continued on page 7*)

Disney Meeting On 'Alice' Promotion

Walt Disney Productions held a coordinating conference on promotion of "Alice in Wonderland," which will be released in the fall of 1951, at the New York office here Wednesday.

This meeting was an extension and follow-up to the six-day meet held at the Burbank studios in September to permit Eastern executives not attending the first meeting to be brought up-to-date. Roy O. Disney, president, and William B. Levey, world-wide sales supervisor, conducted the meeting which was attended by:

Irving H. Ludwig, Charles Levy, Card Walker, Frank Reilly, O. B.

(*Continued on page 6*)

Columbia Declares Extra 25c Dividend

CHICAGO, Oct. 12.—An extra 25-cent dividend, in addition to the regular 50-cent dividend, was declared on Columbia Pictures' common stock at a board of directors' meeting held here yesterday. Both dividends are payable on Nov. 9 to stockholders of record on Oct. 26.

The regular dividend of $1.06¼ per share on the company's $4.25 cumulative preferred stock was also declared, payable Nov. 15 to stockholders of record on Nov. 1.

Harry Cohn, president, headed the Columbia executives and directors here from the Coast and New York for the meeting.

Goldwyn Hits Fox West Coast Theatres

SAN FRANCISCO, Oct. 12.—Samuel Goldwyn, after giving deposition here yesterday in his $6,750,000 damage suit against Fox West Coast Theatres and 11 other companies and individuals, charged at a press conference that the Fox West Coast Circuit "had a stranglehold on the market throughout the West."

Fox's alleged "stranglehold," charged Goldwyn, "puts motion picture producers at its mercy and threatens the whole free enterprise system in the motion picture industry."

Goldwyn stated, "we are today making the best pictures in years. But

(*Continued on page 7*)

Name Steinhardt UA Trinidad Manager

Appointment of Albert V. Steinhardt as United Artists manager in Trinidad, with headquarters in Port-of-Spain, was announced here by Al Lowe, general manager of the foreign department. He succeeds Charles H. Tebay, resigned.

Steinhardt entered the industry in 1933. Subsequently he served four years with the film division of the British Ministry of Information before joining UA in 1945 as manager of the company's office in Egypt. He resigned in 1948 to come to the U. S. Steinhardt will leave by plane tomorrow to assume his new post in Trinidad.

Smith Favors Earlier Dates For N.Y. Area

350 at Testimonial Asked to Discuss Plan

An invitation to those Metropolitan New York area exhibitors "who are interested" to sit down and discuss earlier availabilities of 20th Century - Fox pictures for their theatres was extended yesterday by A. W. Smith, Jr., 20th Century-Fox vice-president in charge of distribution.

A. W. Smith, Jr.

Smith spoke to 350 local exhibitors and friends who tendered him a testimonial luncheon at the Hotel Astor on the occasion of the 35th anniversary of his

(*Continued on page 6*)

TEDA Seeks COMPO Tie

CHICAGO, Oct. 12.—The Theatre Equipment Dealers Assoication will ask to join the Council of Motion Picture Organizations, Ray G. Colvin, TEDA executive director, disclosed yesterday at the annual trade show and convention which the organization held here with the Theatre Equipment and Supply Manufacturers Association.

TESMA, meanwhile, has indicated that a special committee will weigh

(*Continued on page 7*)

Ramsaye to Address SMPTE Convention

An address by Terry Ramsaye, consulting editor of *Motion Picture Herald,* before the Society of Motion Picture and Television Engineers on Monday night, will highlight the opening of the 68th semi-annual convention at the Lake Placid Club, Lake Placid, N. Y.

The technical status of both arts will be reviewed and the engineers will exchange information on new developments in studios, theatres and

(*Continued on page 6*)

NEWS in Brief . . .

CARD parties, sight-seeing tours, golf and tennis matches and a style show luncheon are included on the schedule of events for wives of delegates and women visitors to Theatre Owners of America's Oct. 30-Nov. 2 Mid-Century Convention in Houston, the convention ladies committee has reported to convention chairman Robert J. O'Donnell.

•

Hollywood, Oct. 12.—Filming on "The Screen Director," the twelfth and final in a series of industry shorts, has begun at the Warner studio.

•

Mexico City, Oct. 12.—Credit and other financing of producers will be continued by official and semi-official banks here, but only for those individuals, groups and independent filmmakers who are of proven competence and whose productions are of national interest, Andres Serra Rojas, director general of the trade's own bank, the semi-official Banco Nacional Cinematografico, has announced.

•

The newly-formed Academy Productions, Inc., announces as its first major release a film produced in Europe, "The St. Matthew Passion," in which the music by Johann Sebastian Bach for chorus, soloists and orchestra is illustrated in the paintings of Italian, Flemish, German and Spanish masters, ranging from the 14th to the 18th century.

•

Eastman Kodak Company was judged, for the seventh consecutive time, as having the best annual report of the photo equipment industry, according to final ratings of the *Financial World* survey of annual reports. The bronze trophy will be presented to the company at the annual awards banquet in the Hotel Statler, New York, on Oct. 30.

Mid-West Lecture Tour for Arnall

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will leave here this weekend for Oklahoma City where he will open a lecture tour that will take him to Kansas City and communities in North Dakota and Ohio. He expects to be back in New York by Oct. 23. Thereafter, he may go to Washington to confer with Department of Justice officials relative to SIMPP's complaints against "closed situations" and other allegedly harmful trade practices.

New FWC Theatre Opened Yesterday

Los Angeles, Oct. 12.—Fox West Coast opened its new 1,038-seat, $250,000 Fox Theatre in Santa Paula on Thursday, it is announced here by George Bowser, general manager, and Homer Gill, district manager. Civic leaders and Hollywood stars participated in the theatre's premiere.

Personal Mention

H. J. YATES, president of Republic Pictures, and his assistant, William Saal, will return here from Europe today aboard the *America*.

•

Irene Dunne is scheduled to arrive here from Hollywood Oct. 20 for a stopover before departing for London to attend the royal command performance of "The Mudlark."

•

Jose Ferrer has postponed his trip from New York to Los Angeles from tomorrow in order to keep a speaking engagement here for Crusade for Freedom.

•

Alfred N. Sack, general manager of Sack Amusement Enterprises of Dallas, and Mrs. Sack are visiting in New York.

•

William Toumey, ad-publicity director for Samuel Goldwyn Productions, has been made an honorary citizen of New Orleans.

ROY HAINES, Warner Bros. Western division sales manager, will leave here over the weekend on a tour of the company's West Coast district exchanges. He will be accompanied by Bernard R. Goodman, supervisor of exchanges.

•

Irving M. Sochin, sales head of the U-I special films division, will return here today from Albany.

•

Nathan E. Goldstein, president of Western Massachusetts Theatres, has announced the engagement of his daughter, Miriam Hilda, to Dr. Leonard E. Sommer.

•

William W. Howard, assistant general manager of RKO Theatres, is touring the RKO-Mid-West theatres.

•

Noel Meadow has been engaged to handle the special advertising and publicity campaign of Lux Film Distributors Corp.'s "Bitter Rice."

20th-Fox Films 7 Here and Abroad

Twentieth Century-Fox currently has seven pictures in work, with five at work in Hollywood, and the two others being made outside the U. S. The latter include "Legion of the Damned," being filmed by producer Anatole Litvak in Germany; and "No Highway," Jimmy Stewart-Marlene Dietrich starrer being directed in England by Henry Koster.

Productions at work in Hollywood are "The Scarlet Pan," with Otto Preminger as producer - director, "House on Telegraph Hill," Robert Bassler producing; "I Can Get It For You Wholesale," directed by Michel Gordon for producer Sol Siegel; "Follow the Sun," directed by Sidney Lanfield for producer Sam Engel, and "On the Riviera," in Technicolor, which Walter Lang is directing and Sol Siegel producing.

'Scheduled' Run of 'Eve' Starts Today

The long-heralded "scheduled perforanmes" engagement of Darryl F. Zanuck's "All About Eve," starts this morning at the Roxy Theatre here. The 20th Century-Fox film will be shown four times daily, with tickets being sold in advance at the box-office before each performance. No one will be seated once the picture has started.

Advance box-office sale of orchestra and balcony seats have totaled more than 10,000.

To Report on Festival

Walter Evans, project supervisor for the Navy Bureau of Aeronautics, will report on the recent Edinburgh Film Festival at a luncheon-meeting of the New York Film Council at Rosoff's Restaurant here on Oct. 18. Evans was an official State Department representative at the Edinburgh festival.

Italian Press Assails Visiting US Solon

Rome, Oct. 12.—Most of the Italian press joined Communist papers yesterday in a denunciation of visiting U. S. Senator Edwin C. Johnson, regarded as an enemy of this nation's motion picture industry because his bill regulating entry of foreign films into the U. S. and because of his attacks on director Roberto Rossellini.

Johnson, one of 35 prominent Americans touring Europe under the auspices of Trans World Airlines, held a press conference but a rival cocktail party in honor of Rossellini and Ingrid Bergman drew the industry's leading representatives, personalities and government officials. Secretary of State Andreotti was represented at the film affair by Nicola Depirro, general manager of the Department of Shows.

Report Suit by Rossellini Against Senator Johnson

Italian film director Roberto Rossellini has announced that he has filed suit in Rome against U. S. Senator Edwin C. Johnson, charging the Colorado Democrat made a derogatory remark about him at a cocktail party in Rome, according to press dispatches received in New York from the Italian capital.

Special Campaign For 'Sound of Fury'

A road show type of campaign for a film which will be in general release will be given Robert Stillman's "The Sound of Fury," United Artists, which will release the film in January, has announced.

The campaign will have a sales-advertising - promotional approach, evolved following an exhaustive sampling of national opinion makers at a series of "off-the-record" screenings, according to Gradwell Sears, UA's general sales manager.

Ask Clippings on Industry Activity

The Council of Motion Picture Organizations has sent an appeal to exhibitors for clippings of newspaper comment on motion picture activities.

In letters to leading exhibitor organizations as well as to 1,000 individual theatre operators, COMPO requested prompt transmission of all editorial or columnists' comm[illegible] By obtaining this information, A[illegible] L. Mayer, executive vice-president, said COMPO can move directly to answer criticism or can supply local industry representatives with data for rebuttal.

Legion Reviews 6; Rates Two As 'B'

Six additional films have been reviewed by the National Legion of Decency, with two receiving a 'B' rating. In that category are RKO Radio's "Cry Danger," and Pentagon Pictures' "Pink String and Sealing Wax."

In Class A-I is RKO Radio's "Rio Grande Patrol." In Class A-II are Columbia's "Chain Gang," Paramount's "Mr. Music," and M-G-M's "To Please A Lady."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

Paramount presents
UNION STATION
starring
WILLIAM HOLDEN
Nancy Olson
Barry Fitzgerald
in person
DUKE ELLINGTON
And His ORCHESTRA
TIMMIE ROGERS
TEDDY HALE
Extra SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO Radio Pictures Inc.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

DOORS OPEN 10 A.M. ROXY 7th AVE. & 50th ST.
4 SCHEDULED PERFORMANCES DAILY
"all about eve"
1st Show-10:30 AM Picture Starts-11:30 AM 3rd Show- 5:00 PM Picture Starts- 6:00 PM
2nd Show- 1:45 PM Picture Starts- 2:45 PM 4th Show- 8:30 PM Picture Starts- 9:30 PM
A half hour intermission between each show.

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GOING UP!

--and the public is watching!

PATRICE WYMORE

High on the Warner Bros. list of stars-on-the-rise is Patrice Wymore. She is now being starred with Errol Flynn in "ROCKY MOUNTAIN"

Films, TV Can Team Up, Roach Says

A day when motion pictures and television will complement each other, when theatre telecasts will replace the traditional second feature, TV film production will cut studio costs in half and theatres and television networks will cooperatively share the American mass audience is envisaged by Hal Roach, veteran independent producer whose Culver City plant is now almost exclusively engaged in producing television films.

Disclaiming any role as a soothsayer, Roach said that the motion picture industry must adapt itself to the impact of the new medium television, or face a decline similar to that of the legitimate theatre when films were new.

"I don't mean that motion pictures are finished," Roach said. "People will still want to go out and when they go out some of them will go to the movies. But unless the motion picture people wake up and work together with television, the industry is going to find itself in a hole.

Divide Week

"I would like to see the two industries get together and divide up the week for their big shows. Right now Saturday night is the big night at the box-office and it's also the big night for the networks. Let television have its own nights for big shows and let the theatres have the big crowds on other nights."

Theatre TV opens a whole new field for theatres, Roach said, suggesting that a lively "simulcast" variety show could replace second features or shorts. "Loew's, for example," he said, "could telecast its stage show at the Capitol to every Loew's neighborhood house in New York."

Film, TV Studios

Roach is convinced that studios could turn to TV film production with benefit to both television and motion picture exhibition. The producer, here from the Coast for a two-week stay, expressed dissatisfaction with television's present format, which he said tends to follow that of radio.

His own preference is for short shows, from 10 to 20 minutes in length, with sponsors buying television time as they would pages in a magazine.

"Studios could earn half their costs in producing short shows," Roach said, "and at the same time they could build up an audience for their talent, who would also appear in regular pictures. If the television audience likes an act or an actor for 10 or 20 minutes on its television screen, that audience is going to pick that actor when it goes out to a motion picture theatre."

Roach said that his own studio fully expects to return to theatrical production, but added that it is difficult for the independent to produce pictures at a profit under the present distribution system.

"The average distributor of a national product," Roach said, "works on a 17½ per cent margin." He manages to keep only 5 per cent of that margin as profit, Roach added.

Reviews

"Harvey"

(Universal-International)

THE fabulously successful stage play about a dipsomaniac and his imaginary pal, a six-foot, three-inch rabbit named "Harvey," is transferred to the screen in highly professional and entertaining form by producer John Beck.

Apart from the novel story idea, the motion picture is distinguished by the memorable performances of James Stewart, as the dipsomaniac, and Josephine Hull, as his harassed elder sister. There are, of course, splendid contributions in lesser roles, but the work of those two overshadows all else. Miss Hull played the same role in the original Broadway cast.

For selling purposes, exhibitors have one of the best known theatrical properties of modern times to exploit. The original New York production set long run records on Broadway and road companies carried the attraction to every corner of the country and abroad for highly successful engagements at top admission prices. It was a Pulitzer Prize winner in 1945. Screen rights carried a price tag of $750,000, impressively carding the box-office potency of this attraction.

Mary C. Chase, who wrote the original play, is co-author, with Oscar Brodney, of the screen story. Their work has expanded the original theme in a number of respects to take advantage of the screen's broader scope. Basically, however, the picture is faithful to the original, albeit perhaps a trifle slower in finding itself and capturing its audience. Once the situation is firmly established, the beguiling story proves itself to be completely enjoyable. As in the stage play, the imaginary "Harvey" is never seen, although the earnestness of Stewart's acceptance of his presence will have many in the audience, like those in play, taking him for granted eventually.

MISS HULL and her niece, played by Victoria Horne, suffer social and domestic embarrassment over Stewart and his "Harvey" until they can bear no more. They endeavor to have him committed to a sanitarium for a cure. However, doctors at the institution, hearing Miss Hull's accounts of "Harvey's" antics, feel they have made a mistake. They free Stewart and detain Miss Hull.

Threatened with a damage suit by William Lynn, as Miss Hull's attorney, the doctors, Charles Drake and Cecil Kellaway; a nurse, Peggy Dow, and an attendant, Jesse White, set out for Stewart's favorite bar in an attempt to return him to the institution. In so doing, they are exposed to his innate charm and friendly philosophy. He repairs a damaged romance between Miss Dow and Drake, assists with another between Miss Horne and White, and ultimately convinces Kellaway, head of the institution, of "Harvey's" existence.

Even Miss Hull becomes convinced that her brother is kindlier, more acceptable, as an alcoholic accompanied by "Harvey" then he would be as a normal human being. She halts the shock treatment he had agreed, for her sake, to submit to and, accompanied of course by "Harvey," they leave the institution to resume their quixotic existence.

The story is liberally interspersed with fine comic incidents and whole sequences, many of them polished to sparkling point by Henry Koster's keen direction. "Harvey" is a distinguished addition to better picture lists. Running time, 104 minutes. General audience classification. Release, not set.

SHERWIN KANE

"Southside 1-1000"

(Allied Artists-King Brothers) *Hollywood, Oct.* 12.

AUTHENTICITY is the keynote of this underworld story, produced by Maurice and Frank King, of the methods of operation of professional counterfeiters and of the Treasury men who track them down. The Kings achieve extreme realism by the use of a virtually documentary opening which gives way to a dramatic and suspenseful narrative. The story and its powerful presentation promise to set grosses building from opening date on. Don DeFore and Andrea King share top billing.

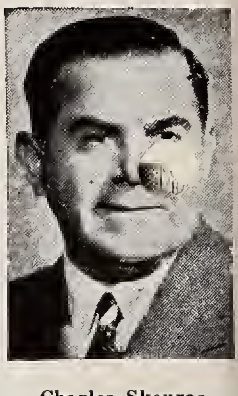
The better aspects of documentary and fiction have seldom been so well blended as by director Boris Ingster and by the director and Leo Townsend in their script. Using a reportedly genuine case as their starting point, in which a notorious counterfeiter engraves his plates while in prison and smuggles them outside to his confederates, the picture makes neither fools nor geniuses of the criminals or of the law enforcement officers who at length outwit them. The colorful incidents depicted are made to look entirely as if they could happen, even as if they did happen, and their impact is the greater for this reason.

At once the audience is let in upon the fact that Morris Ankrum, ace counterfeiter now in prison, has engraved a set of practically flawless $10-bill plates in his cell, but leaves the observer unsure as to which of several persons outside the prison is boss of the ring which speedily floods the country with spurious currency. DeFore, a Treasury Department operative, catches up with a "passer" who promises to lead him to the head man, but other members of the ring murder the "passer." On a slender hunch, DeFore sets himself up as a probable crook from Cleveland and registers at a Los Angeles hotel whose manager, Miss King does not turn him in when FBI operatives, working with him, try to trace a $50 bill. They tell her it is part of the loot from a million-dollar Boston burglary. How DeFore succeeds in identifying himself to the counterfeit gang as a buyer of the "queer," places himself in jeopardy in the belief that other operatives have followed him, which they have not, and what happens when his true identity is discovered, are matters to be seen, not synopsized, to be appreciated. Others in the cast are George Tobias, Barry Kelley, Robert Osterloh, Charles Cane and Kippee Valez.

Running time, 73 minutes. General audience classification. Release date, Nov. 12.

WILLIAM R. WEAVER

Well, It's a Chance To Learn, Anyhow



Charles Skouras

After Charles Skouras, National Theatre's president, concluded two weeks of conferences with Department of Justice officials in Washington recently on divestiture of theatres to permit agreement on a consent decree ending the government anti-trust suit against National's parent company, 20th Century-Fox, a reporter asked what progress had been made.

"Not too much, I'm afraid," an observer replied. "It seems," he added thoughtfully, "Charlie may have met someone who's as good a trader as himself."

Van Meter to Direct Cerebral Palsy Drive

Leonard H. Goldenson, president of the United Cerebral Palsy Associations and president of United Paramount Theatres, has announced the appointment of Karl K. Van Meter to the post of executive director of UCPA with which are affiliated state and local cerebral palsy organizations throughout the nation. Van Meter will direct the UCPA program for the nation's "forgotten half million" affected by cerebral palsy as well as the fund-raising activities.

Rank Companies in Microfilm Deal

LONDON, Oct. 12.—J. Arthur Rank interests have entered into arrangements with Burroughs Adding Machine Co. and Bell and Howell for the manufacture here of microfilm equipment and its distribution in the British market and other parts of the world.

Rank companies involved are his Optical and Precision Engineers Group and its subsidiary, British Acoustic Films.

Becomes FCC Aide

Mike Jablons, vice-president and a partner in Gainsborough Associates, Inc., New York radio and television production firm, has resigned effective immediately to join the Federal Communications Commission as special assistant to FCC Commissioner Frieda B. Hennock.

Buys Conn. Theatre

HARTFORD, Oct. 12.—The Alcazar Theatre at Naugatuck, has been sold by the estate of Marilyn Brothers and others of Waterbury, to the Waterbury Amusement, Inc., for $40,000. The theatre, oldest in Naugatuck, had been operated for some 35 years by the late George F. Rabbott.

To Cite Zinnemann

Director Fred Zinnemann will be honored by the United Nations and the British Film Academy for his films "The Search" and "The Men," at a luncheon of the Rotary Club of New York on Oct. 19.

Architect for castles—and cottages...

FROM blueprint to model to full-size structure—so grew this "dream castle"—product of the set designer's skill.

As architect for filmdom's castles and cottages, he heightens dramatic effect by his creative work with materials and textures. His sets help establish and maintain story mood . . . give camera and actors the freedom needed to do full justice to the scene.

For this he must be more than master architect: he must have real understanding of the photographic element in which his sets will "live."

And from his close association with the camera art, he knows how much creative latitude depends on the proper films. Films with the versatility for which the Eastman motion picture family has long been famous.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Hope on Price of Steaks and Films

Bob Hope said it Tuesday night on his transcribed program over the NBC network. He was talking about the motion picture industry:

"I'm mighty proud to be part of a great industry that gives so many so much pleasure for so little. Yes sir, a dollar doesn't buy much of a steak any more but that buck at the box-office is still a great bargain: America's best music and drama, plus a million laughs and thrills, plus two bags of popcorn! You can't beat it!"

NY Defense Group Sees A-bomb Film

Col. Lawrence Wilkinson, director of the New York State Civil Defense Commission and members of the Commission's staff attended a screening of the new film, "You Can Beat the A-Bomb," an RKO Radio release, at the Rivoli Theatre, Thursday evening as the guests of Montague Salmon, the managing director. The short subject was an added attraction to the 20th Century-Fox film, "Two Flags West," which had its premiere at the Rivoli Thursday morning.

Non-Red Oath

(*Continued from page* 1)

declined comment on reports concerning the matter, will be offered the proposal for consideration at the next regular meeting, Oct. 18.

Tentative version of the proposed text was submitted to the Screen Directors Guild board at its Monday night meeting but it was not dealt with, because the SDG had adopted its own program for requiring loyalty oaths from its membership.

Similar to Army

As constituted on that occasion, and subject to change, the "affirmation" required the signer to take an oath similar to that given the Armed Forces, stating the belief that Russia was responsible for the Korean conflict, and disavowing Marx, Lenin, and Stalin teachings.

The scope and wordage of the proposed document are being studied with a view toward reaching general agreement among interested organizations before presenting the same to MPIC. If approved by the latter in the final form and circulated for signing, the "affirmation" would be asked of virtually everybody in Hollywood.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"Madness of the Heart"

(*Rank-Universal-International*)

THE depths of evil in a spurned woman are etched sharply in this J. Arthur Rank importation. As is frequent with British pictures, the characterizations are subtly drawn and the pace is leisurely. The picture very likely will be best appreciated by discriminating audiences.

Margaret Lockwood is featured in the lead as a young secretary who meets Paul Dupuis, a dashing French nobleman and falls in love. Tragedy soon strikes, however, in the form of blindness that overtakes Miss Lockwood. Despite this, the couple marries and goes to live in a huge estate in France. At this point Kathleen Byron enters the scene to cause some disruption. It seems that she is in love with Dupuis and thus goes about designing missteps for the blind Miss Lockwood. Attempts to have Miss Lockwood killed fail but efforts to separate her from her husband succeed.

The screenplay devised by Charles Bennett has Miss Lockwood leave France for England where she is miraculously cured of her blindness. Returning to France again, she feigns blindness, and thus sees her real enemies. The ending is the conventional one. Others in the cast are Maxwell Reed, a scheming chauffeur, and Maurice Denham, a doctor. Richard Wainwright produced and Bennett directed.

Running time, 91 minutes. General audience classification. Set for October release.

MANDEL HERBSTMAN

"Last of the Buccaneers"

(*Columbia*)

VIRTUALLY all the standard ingredients and pat situations that have ever gone into the making of pictures about heroic pirates have been employed in serving up this "salt water Western" starring Paul Henreid. Jean Lafitte, that fabulous buccaneer whose exploits, fancied and factual, have so considerably been drawn upon by Hollywood, is quite comfortably played by Henreid, while Jack Oakie, in a side-kick role, is permitted to give free rein to his familiar comedy style. A couple of pretty girls, Karin Booth and Mary Anderson, contribute romantic interest, with Henreid as their hearts' desire. The costumes and sword-play benefit measurably by the picture's production in Technicolor.

Directed by Lew Landers with an almost tongue-in-cheek regard for the proceedings, the screenplay of Robert E. Kent tells how Lafitte and his men throw in with Venezuela in that country's war with Spain. The buccaneer's contribution to an ultimate Venezuelan victory is, of course, by preying upon Spanish shipping. American merchants suffer from this and succeed in turning the U. S. government on Lafitte. This brings about a somewhat spectacular battle scene wherein the pirate's forces are defeated at Galveston, but Lafitte and his love (Miss Booth) escape in a rowboat and appear bent on a law-abiding future together as man and wife.

Sam Katzman produced. Supporting roles are filled also by Edgar Barrier, John Behner, Harry Cording, Eugene Borden and others.

Running time, 79 minutes. General audience classification. For October release.

CHARLES L. FRANKE

Novel Exploitation For 'Mister 880'

Two enterprising theatre managers have come up with some novel ways to exploit 20th Century-Fox's "Mister 880." Lou Cohen, of the Loew's Poli, Hartford, Conn., held a contest offering guest tickets to those people who could name the most past films with numbers in the title such as "Call Northside 777" or "Miracle on 34th Street."

Harold Seidenberg, of Philadelphia's Fox Theatre, obtained two "phony" bills from the bank and put them on display mixed in with genuine dollars. With all bills numbered, a sign boldly challenges passers-by to pick the two counterfeit bills, and, if correct, win a pass to see "Mister 880."

Heads Lippert Branch

HOLLYWOOD, Oct. 12. — Roscoe Thompson, former Selznick Releasing Organization district manager with headquarters in Kansas City, has been appointed Lippert branch manager there, it is announced here by Arthur Greenblatt, general sales manager.

Levy Joins Realart

Harold Levy, formerly with Universal-International at Washington, has become a booker for Bernie Mills, holder of the Realart franchise in the capital.

Legion Commends Films Industry

HOLLYWOOD, Oct. 12.—The American Legion convention has unanimously adopted a resolution thanking the motion picture industry for its support of Americanism and opposition to communism. Pictures cited in the resolution were "Behind the Iron Curtain," "Red Menace," "Red Danube," "I Married a Communist," "Guilty of Treason," and "Conspirator."

The resolution was a strong commendation of the industry.

Heads NBC in West

The election of John K. West as vice-president in charge of the Western division of National Broadcasting Co., with headquarters in Hollywood, is announced by Joseph H. McConnell, president. West, who has been vice-president in charge of public relations of the RCA Victor division of the Radio Corporation of America, succeeds Sidney N. Strotz, who recently resigned.

Disney Meeting

(*Continued from page* 1)

Johnston, Chester Feitel, George Gibson, Stephen J. Daly, Armand Bigle, Fred Raphael, Jack Spina, S. Barret McCormick, Ben Grimm, Lou Gaudreau, Rutgers Neilson, Chester LaRoche and Ralph de Castro.

Honor Smith

(*Continued from page* 1)

entry into the motion picture industry.

The 20th-Fox sales chief also made what he described as his "pitch" for a system of industry arbitration and conciliation.

"I would like to see arbitration started here, in this largest city in the country," Smith said. "However, it must include all distribution [illegible]panies and all exhibitors."

He said that with the many, complex problems confronting the industry today, arbitration or other means of settling disputes out of court are more necessary than ever before if the industry is to be spared the debilitating effects of costly litigation.

Clearance Reductions

Referring to reduction of clearances in the Metropolitan area, Smith pointed to favorable results he said have been manifested in the Cleveland, Philadelphia and Chicago territories where exhibitors now are able to date 20th-Fox films earlier than before. It is proving profitable to both exhibitor and distributor, he said, adding that he believes it to be the means of better box office grosses.

"I invite those who are interested in getting our pictures at an earlier date to discuss the matter with me in the very near future," Smith said.

Harry Brandt, president of the Independent Theatre Owners Association of New York, was toastmaster at the testimonial luncheon. He related Smith's 35-year history in the industry. Leo Brecher, chairman of the board of the Metropolitan Motion Picture Theatres Association, made a brief address and presented Mrs. Smith, who was also a guest at the luncheon, with a corsage.

Al Lichtman, 20th-Fox vice-president, represented Spyros Skouras, company president, who was unable to attend. Lichtman praised Smith for the encouragement he has given to arbitration and to other means of settling industry disputes internally.

In jocular vein, Lichtman said the exhibitors' testimonial to the sales executive looked to him like "an organized way of getting film rental reductions."

"This is a wonderful business," Lichtman observed. "One day exhibitors are prepared to hang a sales manager from the nearest marquee and the next day they give him a banquet."

Si Fabian, head of Fabian Theatres, recounted the old First National Pictures' days when Smith and he worked together.

"Andy has never been a 'pushover,'" Fabian remarked. "Always friendly and fair with exhibitors, he nevertheless takes care of his company's business first. Exhibitors respect him for it."

Maury Miller, president of Theatre Owners of New Jersey, presented Smith a testimonial scroll, signed by the 350 persons at the luncheon.

Ramsaye Address

(*Continued from page* 1)

television stations. Taking time out from the week-long session of technical sessions and committee meetings, the Society will acknowledge the most recent outstanding technical contributions to both motion pictures and television.

30th Anniversary of Broadcasting Oct. 29

Washington, Oct. 12.—Nationwide observance of broadcasting's 30th birthday, during "National Radio and Television Week," October 29 through Oct. 29-Nov. 4, was announced here by the Radio-Television Manufacturers Association.

Throughout anniversary week radio and television stations will review highlights of the industry's rise from 1920's crystal set to 1950's radio-television-record player instruments. This progress likewise will be outlined by newspapers and magazines in feature and special stories, editorials and pictures, it was stated.

MGM Promotion

(Continued from page 1)

Lion's Roar" column now appears regularly in 15 of the biggest magazines, circulating to approximately 20,000,000 readers. Starting early in November, it was stated, a series of full color page ads will appear in the national weekly magazines on "Across the Wide Missouri," "Kim," and "King Solomon's Mines," with a new attraction to replace the ones in release in the succeeding three months. These ads will appear in magazines with a total of approximately 25,000,000 circulation. Also newspapers and trade papers will be given more attention for their advertising columns.

M-G-M Story

Dietz pointed out that the studio is now producing a special subject to be called "The M-G-M Story" with a narration by Dore Schary. The subject will be screened for the first time at the TOA convention, Oct. 30-Nov. 2 at Houston, Tex., and will be booked at other exhibitor meetings from time to time.

A number of new ideas were decided upon to add promotional power to forthcoming releases. M-G-M's field staff of 20 men, operating under the supervision of the exploitation department, will be integrated into all of these activities. Extensive reorganization of this force is now nearing completion.

The meeting marked the inauguration of a series of similar sessions to be held periodically by Dietz, once a month, if possible. Dietz will leave for the coast Sunday by plane and will be followed shortly thereafter by Howard Strickling.

TEDA and COMPO

(Continued from page 1)

the advisability of TESMA's joining COMPO.

Colvin announced also the names of the three new members of the TEDA board: Phillip Gust, Salt Lake City; H. H. MacLaren, Denver, and Joseph S. Cifre, Boston. They will serve for two years. Colvin was reappointed TEDA executive director for another two years.

To Meet in Boston

Boston, Oct. 12.—The Independent Exhibitors of New England will hold an all-day business meeting here at the Copley Plaza Hotel on Dec. 5.

Key-City Takes Compared

(Continued from page 1)

ing a slight increase over the same weeks in 1949.

Composite key city box-office reports for 1950 to date, compared with corresponding weeks of the year before, follow:

1950 Week Ending	No. of Theatres	Total Gross	Average Per Theatre	1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	148	$2,485,760	$16,769	Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	171	3,263,900	19.087	Jan. 6-7	161	3,195,000	19,018
Jan. 13-14	162	2,336,800	14,425	Jan. 14-15	161	2,609,900	16,211
Jan. 20-21	181	2,427,500	13,412	Jan. 21-22	162	2,497,500	15,417
Jan. 27-28	169	2,349,000	13,663	Jan. 28-29	179	2,624,100	14,660
Feb. 3-4	165	2,426,100	14.704	Feb. 4-5	176	2,491,000	14,153
Feb. 10-11	169	2,459,900	14,556	Feb. 11-12	181	2,788,600	15,401
Feb. 17-18	159	2,180,200	13.712	Feb. 18-19	170	2,435,900	14,329
Feb. 24-25	161	2,291,300	14,232	Feb. 25-26	173	2,532,800	14,640
Mar. 3-4	166	2,295,700	13,830	Mar. 4-5	179	2,545,800	14,222
Mar. 10-11	166	2,259,500	13,611	Mar. 11-12	183	2,447,600	13,375
Mar. 17-18	162	2,114,100	13,050	Mar. 18-19	175	2,441,800	13,953
Mar. 24-25	164	2,035,800	12,413	Mar. 25-26	180	2,378,100	13.212
Mar. 31-Apr. 1	173	2,126,000	12,289	Apr. 1-2	181	2,426.000	13,403
Apr. 7-8	167	1,996,300	11,954	Apr. 8-9	179	2,427,700	13,563
Apr. 14-15	175	2,774,500	15,854	Apr 15-16	179	2,328,100	13,006
Apr. 21-22	174	2.411,400	13,859	Apr. 22-23	172	2,860,900	16,633
Apr. 28-29	178	2.174,800	12,218	Apr. 29-30	177	2,422,100	13.684
May 5-6	175	2,136,700	12,210	May 6-7	175	2,391,300	13,665
May 12-13	147	1,737,600	11,820	May 13-14	176	2,291,400	13,019
May 19-20	150	1,564,500	10,430	May 20-21	170	2,210,200	13,001
May 26-27	159	1,805,000	11,352	May 27-28	182	2,301,400	12,678
June 2-3	149	1,808,900	12,140	June 3-4	167	2.295,700	13,707
June 9-10	162	1,756,400	10,842	June 10-11	185	2,234,300	12,077
June 16-17	166	1.837,700	11,070	June 17-18	180	2.231,800	12,399
June 23-24	139	1.663,800	11.970	June 24-25	166	2.051,400	12,358
June 30-July 1	149	1.617,600	10,856	July 1-2	181	2,217,700	12.252
July 7-8	149	1.796.200	12,055	July 8-9	162	2,257,100	13,933
July 14-15	149	1,796.800	12,059	July 15-16	163	2,120,000	13.006
July 21-22	142	1,552,200	10,931	July 22-23	153	2.026,000	13.242
July 28-29	145	1.760.700	12,143	July 29-30	165	2 197.300	13,317
Aug. 4-5	135	1.534,800	11.369	Aug. 5-6	181	2,395,200	13,233
Aug. 11-12	138	1,827.300	13,241	Aug. 12-13	175	2.403,400	13,734
Aug. 18-19	147	1.980,900	13,476	Aug. 19-20	187	2,509.700	13.421
Aug. 25-26	141	1.954,000	13,858	Aug. 26-27	183	2.483,300	13.570
Sept. 1-2	135	1.658,600	12,286	Sept. 2-3	185	2,614,700	14,058
Sept. 8-9	140	2,169,400	15,496	Sept. 9-10	171	2,809 200	16.428
Sept. 15-16	132	1.668.400	12,639	Sept. 16-17	187	2,478,600	13.255
Sept. 22-23	133	1.630 600	12,260	Sept. 23-24	173	2,250,400	13,008
Sept. 29-30	134	1,628.700	12,154	Sept. 30-Oct. 1	186	2,422,300	13.023

Goldwyn Hits

(Continued from page 1)

when we come to market them, we find ourselves up against a barrier of monopoly, collusion and conspiracy which, if not broken down, will inevitably destroy all incentive.

"These evil practices must be stopped before they stifle all opportunity not only for established producers but for the young generation of Hollywood picture producers on whom the future of motion pictures depends."

Goldwyn stated that theatres are making money, not the producers, and expressed his conviction that television is not a menace to the industry.

"Television companies will eventually come to Hollywood" Goldwyn said.

RCA, Pilot Object Strongly on Ruling

The immediate reaction of the Federal Communications Commission decision granting final approval to the color television method of the Columbia Broadcasting System was a threat of "injunctive proceedings" by the Pilot Radio Corporation and strong objections by the Radio Corporation of America.

"We very definitely plan injunctive proceedings against the FCC decision," said Isador Goldberg, president of Pilot.

Brigadier General David Sarnoff, board chairman of RCA, termed the FCC decision "scientifically unsound and against the public interest."

Sarnoff asserted the FCC lived up to its threat.

Drive-In Tax

(Continued from page 1)

may not admit cars with one person for one price such as 40 cents, including tax, and for the same performance admit a group of persons in a car for $1, including tax.

The clarifying statement explained: "Where a drive-in theatre makes a set charge such as $1, including tax, for the admission of automobiles, without regard to the number of persons therein, the established price of admission for automobiles is 83 cents and the tax due thereon is 17 cents. In such case an automobile with only one or two persons may be admitted at a reduced rate, but the tax is computed on the basis of the established price for the admission of automobiles. For example, if an automobile with only one passenger is admitted for 40 cents, including tax, and an automobile with two passengers is admitted for 70 cents, including tax, the tax applicable in each case is 17 cents based on the established price for the admission of automobiles."

Color Video

(Continued from page 1)

panies have indicated they might go to court to challenge the FCC order.

Moreover, CBS color signals cannot be received on present sets and special sets or special converters will be needed to pick up the CBS color signals. There is considerable doubt whether these can be turned out in any quantity any time in the near future. Many manufacturers have indicated they would not make such sets or adapters, and some industry officials have indicated CBS may have to go into the set-producing business itself. What the manufacturers will now do is not known.

Converters on Market

Stanton said that color receivers and converters will be on the market "within a few months." He added that CBS will cooperate with all segments of the industry so that the public can have color video as rapidly as possible.

In giving final approval to CBS color, the Commission turned down as unsatisfactory rival color systems advanced by RCA and Color Television, Inc. Two commissioners—Sterling and Hennock—dissented from the Commission action.

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ANNE BAXTER....... *as Eve Harrington*
GEORGE SANDERS.. *as Addison De Witt*
CELESTE HOLM....... *as Karen Richards*
Gary Merrill.............. *as Bill Simpson*

"all about eve"

Hugh Marlowe........................ *as Lloyd Richards*
Thelma Ritter .... *as Birdie*
Marilyn Monroe...................... *as Miss Casswell*
Gregory Ratoff.......................... *as Max Fabian*
DARRYL F. ZANUCK .... *The Producer*
JOSEPH L. MANKIEWICZ....... *The Writer-Director*

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in person
MARTHA STEWART
The BLACKBURN TWINS

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JOAN HYLDOFT
with the Roxy Skating
Blades and Belles
The Gae Foster Roxyettes
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All Tickets For All Performances On Sale at Boxoffice or By Mail, and Daily Before Each Performance.

1st Stage Show 10:45 A.M. Picture 11:30 A.M.
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3rd Stage Show - 5:15 P.M. Picture - 6:00 P.M.
4th Stage Show - 8:45 P.M. Picture - 9:30 P.M.

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Accurate Concise and Impartial

VOL NO. 73 NEW YORK, U. S. A., MONDAY, OCTOBER 16, 1950 TEN CENTS

Para. Courting Goodwill of All Exhibitors

Schwalberg Tells Meet Policies Have That Aim

During the past year Paramount has introduced progressive sales policies tailored to meet the requirements of exhibitors in every type of situation, A. W. Schwalberg, president of Paramount Film Distributing Corp., declared at the opening session here Friday of the two-day branch managers' meeting of the Eastern and Southern and Mid-Eastern divisions. He said that as a result the company's relations with its exhibitor customers are extremely harmonious.

He stated he was able to detect this goodwill when he addressed the convention of Allied States Association and also during talks with individual

(*Continued on page* 4)

TV Channels Hearing Set

WASHINGTON, Oct. 15.—The Federal Communications Commission tomorrow opens another important phase of its comprehensive television proceedings—this time, taking testimony on the Commission's proposal to add 42 ultra high frequency television broadcasting channels to the present 12 high frequency channels.

The Commission said, in originally offering the plan, that it would make possible 2,245 television stations in 1,400 cities and communities, plus an

(*Continued on page* 4)

FRB Puts New Curbs On Sale of TV Sets

WASHINGTON, Oct. 15. — Further restrictions on the sale of television sets go into effect tomorrow.

The Federal Reserve Board, in mid-September, issued a regulation requiring purchasers of TV sets and of other appliances to make a 15 per cent cash down payment and to pay off the balance in 18 months.

On Friday, the board announced that these restrictions had not curbed sales enough and that from tomorrow on, buyers of TV sets will have

(*Continued on page* 4)

EL Asks Court to Allocate Revenue In Kaufman Action

Eagle Lion and its parent, Pathe Industries, on Friday took their first step toward contesting the $500,000 action which Film Classics creditor assignee Irving Kaufman filed against them in New York Supreme Court in consequence of the failure of EL and FC to complete their merger into Eagle Lion Classics.

With formal answers to the complaint yet to be filed, defense counsel Robert L. Augenblick on Friday asked the court for permission to deposit with it approximately $10,000 to be distributed by the court either to certain ELC producers or to Kaufman as the court may decide. A hearing on this motion has been scheduled for

(*Continued on page* 4)

Several Releases Switched by MGM

M-G-M's release schedule has been altered by distribution vice-president William F. Rodgers to provide for three pictures during each of the next seven months except October which will have four. Changes have put "The Next Voice You Hear . . ." in October; moved "Cause for Alarm" from December to February with "Mrs. O'Malley and Mr. Malone" as a December replacement; moved "The Magnificent Yankee," formerly for February, up to January, replacing "Mrs. O'Malley;" switched "The Painted Hills" to March from February, with "Three Guys Named Mike" becoming the February replacement.

68th SMPTE Meet Will Convene Today

LAKE PLACID, N. Y., Oct. 15.—Some 52 technical papers and reports of scientific developments in motion pictures and video will be presented by leading engineers in both industries at the 68th semi-annual convention of the Society of Motion Picture and Television Engineers which will open at the Lake Placid Club tomorrow and continue through Friday.

Registration will be conducted tomorrow morning, and early tomorrow afternoon. The gavel calling to order the television session will be wielded by E. I. Sponable, SMPTE president

(*Continued on page* 4)

Chart Popkin Plans At Meet This Week

Independent producer Harry Popkin will conduct in New York this week a meeting of virtually all the key executives in his organization for purposes of planning future Popkin production and distribution activities. Attending the meeting will be Edward Peskay, the producer's representative here, production personnel fresh from filming of Popkin's "The Magic Face" in Vienna, and Coast associates.

With Popkin's future connection with United Artists still shrouded in uncertainty, the producer's office here reported that Popkin's new film, star-

(*Continued on page* 4)

'Eve' Opens Successfully in 1st Theatre Test of Scheduled Performances at Roxy

Opening of Darryl F. Zanuck's "All About Eve" at the Roxy Friday was regarded as a signal success in the first theatre test of the "scheduled performances" engagement. Long lines gathered at the Roxy for the early morning and afternoon performances. Additional lines were on hand at the advance sale boxoffice.

Operation of the "scheduled performances" policy at the theatre went off without a hitch as orderly crowds waited upwards of two hours for the next performance once the picture started. Reactions from the public were generally enthusiastic with comments on the convenience of the policy and remarks that they had enjoyed the picture without being disturbed during its showing. There were some patrons who left the boxoffices in disappointment, unwilling or unable to wait for the next performance to gain entry.

Announcement last week of 10,000 tickets sold for the orchestra and balcony have been raised considerably over the past few days with the advance sale and mail orders going to nearly 20,000 for the next four weeks.

The film is set to open in about 100 key cities in the next few weeks.

All Hollywood Simmers Over Loyalty Oath

Ask Mankiewicz Recall; MPIC Meets Wednesday

HOLLYWOOD, Oct. 15.—The controversy over the proposed all-Hollywood "loyalty oath" as written by a committee of the Motion Picture Industry Council and Motion Picture Alliance representatives was heightened this weekend as the boards of several of the 10 component MPIC organizations rejected the wording of the three-part pledge.

Developments in the controversy which may come to a head at an MPIC meeting here Wednesday night included:

The circulation of petitions among Screen Directors Guild members for the recall of Joseph Mankiewicz, pres-

(*Continued on page* 4)

Swedish Tax Hits Films

All feature companies in Sweden will be forced to close completely after the first of the year because of high government taxation, Olle Nordemar, head of the Swedish Artfilm Production Co., stated in an interview here Friday.

"These taxes," he said, "have forced the cost of production to a minimum of 350,000 crowns for each feature, which has forced companies to operate at a loss."

Nordemar also announced the com-

(*Continued on page* 3)

New York Variety Nominates Schwartz

Fred J. Schwartz, vice-president of Century Circuit, has been selected by the nominating committee of the Variety Club of New York, Tent No. 35, for election as chief barker of the unit at the annual election luncheon meeting which will be held Oct. 27 at the Hotel Astor here. Present chief barker is Max A. Cohen.

Nominated on the slate with Schwartz are: Ira Meinhardt, first assistant barker; George P. Skouras, second assistant; Ed Lachman, prop-

(*Continued on page* 3)

New 'Road' Film for Hope and Crosby

Bing Crosby and Bob Hope will team up once more in a sixth "road" picture, "The Road to Paris." Paul Jones, who produced many of the previous "Road" pictures, will produce the new one for Paramount and will start work immediately on a story. Both stars must make two pictures separately before joining forces on "The Road to Paris."

Expect 1,000 at VCI Pittsburgh Banquet

PITTSBURGH, Oct. 15.—With delegates coming from Mexico and Canada as well as from all parts of the U.S. for the annual mid-winter meeting of Variety Clubs International at the William Penn Hotel here next Sunday, M. A. Silver, general chairman of the affair, announces that 850 reservations to the opening banquet have already been received and the total attendance is expected to reach a thousand.

Fifty-five delegates from VCI will be present including VCI officers headed by John H. Harris, R. J. O'Donnell, Marc J. Wolf, Jack Beresin, Chas. P. Skouras, George Eby, Murray Weiss, C. E. (Chick) Lewis, J. B. Balmer, Carter Barron, Sam J. Switow, Natian Golden, W. H. Lollier, and William McCraw.

The 23rd annual banquet of the local Tent No. One, mother of Variety, will be held in conjunction with the meeting. George Murphy will act as toastmaster. Among the invited guests are General Richard K. Mellon and Admiral Ben Morreel.

The banquet and speakers will be followed by an elaborate stage show produced by Joseph Hiller.

Para.'s 'Tripoli' Bows in Japan

WASHINGTON, Oct. 15.—The U. S. Marine Corp announced Paramount's new film, "Tripoli," had seen its premiere Friday at a Marine base in Japan and in 15 Marine Corp. post theatres in the U. S.

The Japanese showing took place at the Marine Barracks, Naval Operating Base, Yokosuka.

SMPAD Presents Award to Gibbons

HOLLYWOOD, Oct. 15.—The Society of Motion Picture Art Directors, at its annual meeting Friday, presented Cedric Gibbons with an award for his contribution to motion pictures.

Ernest Haycox, 51

PORTLAND, Oct. 15.—Ernest Haycox, 51, noted Western story writer, died at his home Friday after a long illness. His screen credits include, "Union Pacific," "Stagecoach," "Apache Trail," and "Canyon Passage."

Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising, publicity and exploitation, left here for the Coast by plane yesterday.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., accompanied by his assistant, SELIG J. SELIGMAN, will be in Buffalo from here today and tomorrow, and in Detroit, Wednesday and Thursday.

•

LEONARD MISHKIND, former RKO district manager in Cleveland, and now one of the partners in an independent theatre circuit, became the father of a second daughter last week.

•

GEORGE FLYNN, Universal-International salesman in the Toledo territory, has resigned to enter the insurance business.

•

ARTHUR HERZOG, JR., of Prestige Pictures, is in Cleveland to promote an educational campaign on "Macbeth."

•

H. M. BESSEY, executive vice-president of Altec Service Corp., has returned to New York after a swing through the country.

•

MIGUEL CONTRERAS TORRES, Mexican producer and director, arrived here from Mexico on Thursday.

PHIL REISMAN, RKO Radio vice-president in charge of foreign distribution, left here Friday by plane for London and the Continent.

•

DAVID BEZNOR, general counsel to the Colosseum of Motion Picture Salesmen of America, has returned to Milwaukee from New York.

•

WILLIAM C. MACMILLAN, JR., Eagle Lnion Classics president, is due to return here from Hollywood next Monday.

•

JAMES GLASER, of the Universal-International home office advertising and publicity department, was married Saturday to KATHLYN THERESA LOGAN at St. Elizabeth Church in Ozone Park, L. I.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager will leave here tomorrow for Charlotte and Atlanta.

•

HAYES GOETZ, producer and son of BEN GOETZ, head of M-G-M's British studio activities, has returned to Hollywood from London.

•

CLARENCE BROWN, M-G-M producer-director, left here Friday by plane for Rome.

Huge Campaign for 'Menagerie' Opening

BUFFALO, Oct. 15.—An advance campaign of wide proportions is shaping up here for the opening of "The Glass Menagerie," the Charles K. Feldman Group production being distributed by Warner Bros.

Special events being used to promote the Paramount Theatre showing of the film which opens Wednesday, include a screening for athletic and social leaders of the University of Buffalo student body, with quotes from the campus figures featured in Buffalo newspaper space, and a widely plugged radio contest. The theatre is also planning a series of opening night interviews in the lobby with prizes of guest theatre tickets. Considerable newspaper coverage is being accorded the opening, as well as window and truck displays. There also are many tie-ins with leading stores. Opening of the film at the Palace in Rochester, also on Wednesday, is receiving the same advance treatment.

NY B'nai B'rith to Hold Open Meeting

New York's Cinema Lodge of B'nai B'rith, participating in the national observance of B'nai B'rith Week, Oct. 13-19, will hold a special open meeting at the Hotel Astor tomorrow evening to highlight the celebration of the 107th birthday of America's oldest and largest Jewish service organization, Albert A. Senft, president of the Lodge, has announced.

Louis A. Novins, Paramount Pictures executive and former Eastern regional director of the Anti-Defamation League, will speak.

Para. Coops Lavish Space in 'Times'

The entertainment section of the N. Y. *Sunday Times* yesterday brought smiles of satisfaction to Max Youngstein, advertising-publicity director of Paramount, and Mort Nathanson, publicity manager. Here's why:

First page of the section carried an article in further praise of "Trio" by Bosley Crowther, motion picture editor. Page four offered a two-column story on Charlton Heston in "Dark City" bylined by Mort Freedgood, Paramount publicity writer. On the facing page, a six-column picture layout on William Wyler directing Laurence Olivier and others in "Carrie." At the bottom of that page, a three-column picture from "Dark City," which opens at the Paramount Theatre here Wednesday. For lagniappe, *Times'* film columnists Abe Weiler and Tom Brady dealt, in part, with other Paramount activities.

Richey Heads Film Stamp Collectors

The Cinema Stamp Collectors announces a new slate of officers, headed by Henderson M. Richey of Loew's, Inc., as president. Jack H. Hoffberg, retiring president, becomes chairman of the executive committee succeeding Nat Cohn. The three vice-presidents are: Jack Levy, Leon J. Bamberger and Edwin A. Aaron.

Harry E. Maxwell, 62

OMAHA, Oct. 15.—Harry E. Maxwell, 62, father of film actress Marilyn Maxwell, died Thursday night as he was being admitted to a Council Bluffs (Ia.) hospital.

Newsreel Parade

REPORTS from Korea and President Truman off to see Gen. MacArthur are current highlights. Other items include the American Legion convention, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 83—President Truman departs for Korea talks. American Legion convention in Los Angeles. Special film on voting. Army football. Skiing around New York.

NEWS OF THE DAY, No. [illegible]—President Truman flies to see Gen. MacArthur. How UN forces took Seoul. Magician conventions. New fur fashions. Boxing. American Legion convention.

PARAMOUNT NEWS, No. 16—American Legion convention. Charity premiere of "Trio." People you're reading about: William O'Dwyer, Charles Sawyer, Bob Hope. Generalissimo Franco. President Truman.

TELENEWS DIGEST, No. 41-B—Korea report. The propaganda front. Formosa: design for offensive. Arturo Toscanini here. British ship back from Korea. Holland land ceremony. Bullfighting.

UNIVERSAL NEWS, No. 395—Korea report. UN day marked by film industry. American Legion convention. Riots in Japan. German gymnastics. Casey Stengel fined. Soap box derby.

WARNER PATHE NEWS, No. 121—Korea report. President Truman off to se MacArthur. Film industry praise from UN. William O'Dwyer swern in. "Rocky Mountain" premiere. American Legion. Speec buggies. Water skiing.

Dipson Injunction Motion Dismissed

BUFFALO, Oct. 15.—Supreme Cour Justice Alger A. Williams today dismissed a request to grant a temporar injunction by Dipson Theatres, operator of the new Abbott Theatre, to restrain six major film distributors fron preventing showing of first-run pictures in the theatre on same day o immediately after their run in th Paramount Seneca Theatre.

The defendants included 20th Century-Fox, Warner Brothers, Paramount Film Distributing Corp. Loew's, RKO Radio, and Unite Paramount Theatres.

Justice Williams granted the request of attorney Frank G. Baichl and attorney Stuart H. Aarons of th Warner legal department to dismis the action after hearing testimony i which Dipson Theatres alleged tha four- or seven-day clearance or waiting period prevented it from competing with houses of same size.

U-I Launches Big 'Milkman' Tie-up

Launching an extensive national tie up between the Milk Industry Foundation and Universal - International' "The Milkman," Donald O'Conno Jimmy Durante and Joyce Holde will make personal appearances at th 43rd annual world-wide conventio and exposition of the Milk Industr and allied industries at Conventio Hall in Atlantic City tomorrow night There will be a special preview of th film at the convention.

"The Milkman" is scheduled to hav its world premiere at the Riversid Theatre in Milwaukee on Nov. 3rd a part of a Wisconsin territorial bow

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Swedish Tax

(*Continued from page* 1)

pletion of a reciprocal alliance with Sol Lesser involving the distribution, exhibition and prouction of Swedish films on an international scale. In the deal Lesser will provide the capital and film for Swedish distribution of the product in return for distribution rights in all countries except the Scandinavian.

[illegible] is hoped," Nordemar commented, "that this project will help our government realize that films are important and can earn U.S. dollars." Here to iron out details on the initial importation of his film "Kon-Tiki," the authentic tale of the voyage by six men from Peru to the Pacific Islands, the Swedish producer is confident there is a market in the United States for his films.

In order to increase the American marketability of his productions they will all be in English. Irving Lesser, producer representative for Sol Lesser, said that there would be specialized exploitation, advertising and choice of theatres for "Kon-Tiki."

Ending his 10-day stay in this country, Nordemar was scheduled to return to Sweden today. He will return to the U. S. at the latter part of November with Thor Heyerdahl, author of the book, "Kon-Tiki," now a best seller in this country.

Albany Variety Drive

ALBANY, N. Y., Oct. 15.—The annual "denial drive" conducted by the Albany Variety Club will be held from today to Dec. 2.

Reviews

"The Lost People"

(*Gainsborough-Pentagon*)

THE varied problems of displaced persons in Europe are combined interestingly in this British account of the Allied occupation of Germany. The picture's theme is a gloomy one. Its characterizations are undistinguishable, but so are the actions of the people in the real-life drama.

Set in a German theatre which is being used as an assembly center for wandering Allied nationals, a young British officer tries to sort out the warring factions. Leftists and rightists clash continually as do the personalities of the various nations. It is only when a suspected case of bubonic plague develops in the building that the groups join together and work for the common good. When the threat is removed, the people return to their scampering, scrapping ways, ending in tragedy.

A story of two youngsters in love is interwoven in the tale of the mob of persons who have lost their identity. The film ends with the message, "Peace or war, madness or sanity, you alone can decide."

Dennis Price, the officer, Mai Zetterling and Richard Attenborough, the lovers, and Siobhan McKenna, the girl extremist, all perform creditably. Bernard Knowles, director, and Gordon Ellesley, producer, have taken Bridget Boland's play, "Cockpit," and turned out a competent production.

Running time, 89 minutes. Adult audience classification. Ocober release.

"Third Time Lucky"

(*Alliance Anglofilm—Pentagon*)

BRITAIN has sent us an entertaining dramatic vehicle in this Alliance Anglofilm production about a gambler who meets Lady Luck and Lady Love at the same time with some startling results. Mario Zampi produced and Gordon Parry directed Gerald Butler's screenplay effectively, despite some slow-moving episodes and hackneyed situations.

Pert Glynis Johns meets Dermot Walsh, a handsome, inveterate gambler, fleeing three pursuers. She is immediately attracted to him and convinces him that she is his good-luck charm. They meet again and he successfully cleans out a roulette game. Walsh's luck continues as long as she is with him. She moves into his flat and they establish a business partnership with Miss Johns receiving a percentage of his winnings. She agrees to this only because she loves him but he ignores her as a companion. It is only after Walsh's luck changes and he is shot by the fellow gamblers that Walsh realizes that he is in love with her. The ending is a happy one.

Running time, 90 minutes. General audience classification. For October release.

Short Subject

"You Can Beat the A-Bomb"

(*RKO Radio*)

The dangers inherent in the A-bomb and protective measures to counteract its effects are outlined in this timely short. The film is designed to minimize panic and fear in time of attack, and the instruction it offers is invaluable. Most important is the fact that the film points out that man, with calm, can face the threat squarely and be far from helpless.

The film uses the dramatic form of centering upon a typical family before, during and after an attack. Also indicated are the bomb's potentialities for human advancement. The picture was filmed by Emerson Film Co. and Crystal Productions, Inc., for RKO Radio release. Running time, 20 minutes.

Name Schwartz

(*Continued from page* 1)

erty master, and Saul Trauner, dough guy.

The committee also nominated the following crew: Maurice D. Bergman, Harry Brandt, Ted R. Gamble, William J. German, Harold J. Klein, Chick Lewis, Robert Mochrie, Abe Montague, Walter Reade, Jr., Charles Reagan, Herman Robbins, Sam Rosen, Morris Sanders, Cy Seymour, Richard F. Walsh, Robert M. Weitman and Max Wolff.

GREATNESS in motion pictures comes from great directors!

...3-TIME ACADEMY AWARD WINNER

watch for JOHN FORD'S greatest triumph

coming soon

SMPTE Meet

(*Continued from page* 1)

and research director of 20th Century-Fox.

Peter Goldmark of Columbia Broadcasting, which company last week won Federal Communications Commission approval of its color television system to the exclusion of all others, will address the convention tomorrow afternoon on the subject of color television. On the same program will be Newland F. Smith of WOR-TV, New York; H. M. Gurin of National Broadcasting and W. L. Norvell, sales manager of Remington Rand's Vericon Television Dept.

Sponable will deliver the SMPTE President's Address tomorrow evening at a "Society Awards Session" that will feature *Motion Picture Herald's* Terry Ramsaye as guest speaker.

Tuesday also will feature the delivery of papers on a wide variety of television aspects, and two sessions to be held Wednesday afternoon and Thursday morning will be devoted to papers outlining latest advances in the field of military and commercial applications of high-speed photography.

To Outline New Equipment

At the morning session Wednesday, Loren L. Ryder of Paramount's Hollywood studios, will outline latest motion picture equipment and methods for editing magnetic films being utilized at the studios.

On Friday, Ben Schlanger and William Hoffberg, New York consulting architects, will warn the industry in their addresses that the motion picture business will lose its main reason for existence unless it can deliver story content and performance "far superior to any other entertainment medium." They will emphasize the need for "courage, imagination and showmanship" in the film industry.

In charge of over-all planning for the convention is William C. Kunzmann, SMPTE vice-president and technical representative for National Carbon.

Legion Cites Freeman

HOLLYWOOD, Oct. 15.—The American Legion Press Association, representing editors of all Legion publications, presented Y. Frank Freeman, Paramount studio vice-president, with its President's Award for outstanding activities in promoting Americanism.

FLY UNITED'S
Mainliner
Stratocruiser
TO HAWAII!
JUST 24⅓ HRS.
On Oct. 9—the finest of all Stratocruisers—direct to Hawaii from Los Angeles as well as San Francisco.
Connecting DC-6s from New York.
UNITED AIR LINES

Loyalty Oath Controversy

(*Continued from page* 1)

ident, because of his announced stand in opposition to any loyalty oath not requested by "a legally constituted government agency."

A stand by the Screen Actors Guild board against the wording of the loyalty oath and a decision to attempt to have it placed on a voluntary, rather than a compulsory, basis.

A decision by the Hollywood A. F. of L. Film Council to meet tomorrow to determine its stand. Chairman Roy Brewer of IATSE is the former head of MPIC.

SWG Action Unlikely

Issuance of a call by the Screen Writers Guild for a board meeting Monday night to consider the loyalty oath proposal, with Valentine Davies, president, declaring that action is unlikely to be taken by the board pending the MPIC meeting Wednesday and a polling of SWG's membership.

The Society of M. P. Art Directors board, headed by Paul Groesse, who also is MPIC chairman, vetoed the wording of the loyalty oath but expressed approval of a pledge in some form. The Screen Producers Guild board also opposed the wording of the oath. The board of the Screen Directors Guild bypassed action on the MPIC oath in favor of its own pledge, which has been approved by its membership.

The Independent M. P. Producers Association will meet on Thursday to consider the proposed pledge. No serious objections to it are anticipated, according to I. E. Chadwick, president. The Society of Independent M. P. Producers has no meeting scheduled now. The Association of M. P. Producers board met last week but there was no announcement of any action taken.

Recall Petition

The recall petition against Mankiewicz followed an SDG disclosure that only 12 of a total membership of 618 voted against the short form of loyalty pledge promulgated by the board. There were 57 ballots unreturned by members on location or out of the country. The recall movement started as a "grass roots" action, certain members feeling that the Mankiewicz stand was not in keeping with the expressed views of the great majority of SDG members.

Ask NY Theatres to Show 'Crusade' Short

New York City's theatres will be invited to participate in the current "Crusade for Freedom" campaign by including in their programs a two-and-a-half-minute subject relative to the "Crusade" which has been produced by Morton Sunshine of the New York Independent Theatre Owners Association with the assistance of 20th Century-Fox and Warner Pathe, it was reported here on Friday by Brace Conning, coordinator of the entertainment industry for the New York City committee of the Crusade. Elmer Davis is the film's narrator.

Conning announced also that a rally in behalf of the Crusade's opposition to Communism will be held tomorrow at midnight at the Majestic Theatre here, with 1,700 members of the theatre, radio, television and films participating.

Alexis Smith to Tour Pennsylvania

Alexis Smith, Universal-International actress selected to represent the motion picture industry in the annual observation of "Pennsylvania Week," arrived here from California over the weekend and left for Philadelphia by helicopter to be greeted by Governor James Duff of Pennsylvania and Mayor Bernard Samuel of Philadelphia.

EL Asks Court

(*Continued from page* 1)

Thursday. Augenblick said he filed the motion because the producers involved have informed the company that revenue which Kaufman has allegedly laid claim to should rightfully be paid these producers directly.

Augenblick, meanwhile, is continuing preparation of answers to Kaufman's complaint. These are due to be filed by Thursday. Several time extensions were secured by the defendants for filing the answers.

Upstate Theatres Ask Valuation Cuts

ALBANY, N. Y., Oct. 15.—Large reductions in 1951 assessed valuations on four Schenectady theatres are being sought through *certiorari* proceedings. Fabian Theatres, through Copia Realty Corp., asks a cut in valuation from $453,900 to $235,000 for its second run Plaza and from $175,100 to $65,000 for Proctor's Arcade. RKO Proctor's Corp., also a Fabian interest, wants the valuation of the first run Proctor's cut from $560,000 to $375,000

William W. Farley, Albany film exchange owner, joined with Fabian in the Schenectady petitions, asking for a reduction from $484,000 to $240,000 in total assessment of the State and Erie theatres and the Wedgeway Building.

Charles Bracket to Address AMPA Meet

Charles Brackett, writer-producer and president of the Academy of Motion Picture Arts and Sciences, will be the principal speaker at the Oct. 26th luncheon-meeting of the Associated Motion Picture Advertisers which will be held at the Hotel Piccadilly here.

New TV Channels

(*Continued from page* 1)

undisclosed number of rural stations for which no special allocations were proposed.

Officials from various government agencies will lead off the hearings, and will be followed by spokesmen for the Television Broadcasters Association, Dumont and other industry firms.

After concluding hearings on the UHF proposals, the commission will move on to testimony on stratovision, polycasting, and other problems, and then on to proposals to reshuffle somc of the existing TV channels. The hearings are expected to last many weeks.

Para. Meet

(*Continued from page* 1)

Allied officers and leaders, in Pittsburgh recently.

He pointed out that the establishment and maintenance of exhibitor goodwill was closely linked with observance of the anti-trust decree's trade practice provisions. He referred to the ban on conditional selling which he declared Paramount has been obeying to [illegible] letter. Schwalberg also made clear that Paramount has not and does not engage in the practice of forced selling, which was denounced at the Allied meeting.

Schwalberg referred to the company's policy of selling pictures in groups under the terms of a "Security Service Contract," which he explained was designed to aid the smaller exhibitors. He emphasized that the sale of one film is not conditioned upon the sale of another picture, and that the exhibitors have a 20 per cent cancellation clause.

Drive-in Sales Policy

Schwalberg also discussed the company sales policy for drive-in theatres.

The Friday agenda was also given over to a discussion of quality pictures. Schwalberg declared that no company had a greater aggregation of studio and creative talent than Paramount.

Schwalberg was aided in these discussions by E. K. "Ted" O'Shea, vice-president of the Distributing Corp.; Hugh Owen, Eastern and Southern division manager, and Howard Minsky, Mid-eastern division manager, Oscar A. Morgan, short subjects sales chief, pointed out that Paramount was way ahead of any other company in its sale of the current season's product because it began selling its pictures in March.

Popkin Plans

(*Continued from page* 1)

ring Robert Young and Betsy Drake, has been retitled "The Second Woman" in consequence of a poll of leading U.S. exhibitors which Peskay conducted to determine the showmen's title preference. Previous title was "Ellen."

United Artists also has reported the title change, indicating at the same time that the company will distribute the picture. Popkin's office here declined to comment on that assertion. It was pointed out however that Popkin still has a contract with UA.

Popkin has been here from the Coast for about two weeks.

United Artists states also that it has received a release print of "Threc Husbands" from producer I. G. Goldsmith.

Name Science Film Unit

OTTAWA, Oct. 15.—Dr. McGregor Easson has been named chairman of the Science Film Group of Canada, with other members of the executive committee including J. C. Barnes, program director.

TV Curbs

(*Continued from page* 1)

to put down 25 per cent cash and pay the rest only in 15 months.

The new curbs are expected to cut down sharply on the sale of TV receivers, which have been climbing.

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V 68. NO. 74 NEW YORK, U. S. A., TUESDAY, OCTOBER 17, 1950 TEN CENTS

Reject 'Lost Boundaries' Censor Test

Supreme Court Declines To Hear Appeal on Ban

WASHINGTON, Oct. 16.—The U. S Supreme Court today dealt a major setback to the industry's hopes for early action to include films in the "press" whose freedom from censorship is guaranteed by the First Amendment.

By an eight to one vote, the court refused to hear the "Lost Boundaries" appeal, a determined attempt to have state and local film censorship laws declared unconstitutional.

No opinion was given on the matter, the Court's decision not to hear the appeal being noted in a mere three lines on a long list of orders. Only Justice Douglas, whose 1948 Paramount case opinion touched off the current drive for a high court ruling on the First Amendment question, favored taking the case.

(*Continued on page* 14)

Para. Boosts Production

Paramount will increase its feature production by 50 per cent, effective immediately, A. W. Schwalberg, vice-president in charge of distribution, informed the company's Eastern and Southern and Mid-Eastern division representatives at their meeting here.

The increase will add about 10 more "A" pictures to Paramount's releases, bringing the next year's total to 30, Schwalberg said. The studio already has geared itself for the increased output, Y. Frank Freeman, production vice-president, reported.

Adolph Zukor, Paramount chairman, told the sales meeting that the studio has geared itself to meet the challenge of new forms of entertainment and its efforts must be matched by similar efforts on the part of the sales force and the advertising department.

Paul Raibourn, vice-president in charge of budgets, planning and television, said that Paramount pictures cost on the average $15,000 a minute to produce, compared with television production's maximum of $1,000 a minute.

"So long as those ratios hold, you don't have to worry about television," he said. "You still provide the best

(*Continued on page* 3)

Supreme Court Refuses To Review Trust Case

Petitions By Loew's, 20th-Fox and Warners Denied; 12-Year-Old Industry Anti-Trust Suit Is Ended; Three Years for Divorcement

[***History of the New York Statutory Court Decree Case Appears on P. 10***]

WASHINGTON, Oct. 16.—The U. S. Supreme Court today removed the last hope of Warner Brothers, 20th Century-Fox and Loew's for overturning the divorcement and divestiture provisions of the New York statutory court decree.

The Court refused to reconsider its June 5 decision which affirmed the lower court's decree on these points and tossed out the appeals of the three film companies. Just as on June 5, there was no written opinion today, the Court merely noting its refusal to grant a rehearing. Its action closes the last legal door, bringing the 12-year-old litigation to its ultimate end.

The Court gave no indication of the final stand of Justices Burton and Reed, who last week were revealed to have taken a stand in favor of a review of the divorcement and divestiture provisions of the New York court decree. The two justices apparently did not feel strongly enough in favor of the review to make a stand for it, observers believe.

Also, just as in the earlier action, Justices Clark and Jackson abstained from today's ruling. They were connected with the Paramount case before going to the bench, and so could not ethically take part in the decision.

Trade practice provisions of the New York decree were not involved in the companies' appeals. The three firms did not challenge the New York court order on these points.

Today's action gives the companies two alternatives: either to carry out

(*Continued on page* 10)

Next Step by Loew's Under Study Soon

Loew's officials will confer with John W. Davis, company counsel in the anti-trust case, before accepting the U. S. Supreme Court's action yesterday as final, J. Robert Rubin, vice-president and general counsel said.

No date for the conference has been set yet but the question of whether another application for review should be made to the Court will be among the topics to be taken up.

Weather Helps NY Runs; 'Eve' High

Autumn's breezes seem to be blowing satisfactory business in the direction of New York's first-runs this week. To most house managers grossing prospects are "looking up," and where business is "off" the attitude is not necessarily a complaining one. By

(*Continued on page* 10)

SalesRecordsTopple In'AndySmithWeek'

A series of new distribution records are being racked up this week by 20th Century-Fox as the celebration of "Andy Smith Week" over the United States and Canada topples a number of all-time 20th-Fox sales marks.

The company announced that theatres in the United States and Canada participating in the celebration of the general sales manager's 35th anniversary in the industry has brought

(*Continued on page* 12)

SMPTE Convention Opens; Mole Elected President

By TERRY RAMSAYE

LAKE PLACID, N. Y., Oct. 16.—With its first full-flowered platform attentions to television on its week-long program, the recently renamed Society of Motion Picture and Television Engineers went into its 68th semi-annual convention at the Lake Placid club today.

Peter Mole

The scientific and officially conservative engineers were to be expected to remain academically aloof from the commercial and technical issues of the current storm produced by the Federal Communications Commissions opening of the commercial air lanes to the Columbia Broadcasting System's mechanical scanning color television system. With both CBS and the all-electronic factions represented ably and amply the cocktail and lounge interludes promise some unofficial animation.

The opening day of the convention included announcement and presentation by Earl Sponable, president and presiding, of the officers-elect, effective Jan. 1, next, including:

Peter Mole, head of Mole-Richardson, Inc., studio equipment, Hollywood, president; Herbert Barnett of General Precision Laboratories, Pleasantville, N. Y., executive vice-president; John G. Frayne, Westrex Corporation, Holly-

(*Continued on page* 12)

Compo Board Meets Here Nov. 16-17

A meeting of the executive committee of COMPO has been called by Ned E. Depinet, president, for Nov. 16 and 17 in the organization's new headquarters in the Paramount Building, here. Current and future activities of the organization, including possible COMPO sponsorship of the industry Star-Makers contest, will be discussed.

Personal Mention

NORMAN MORAY, Warner Brothers short subjects sales department head, has arrived in Hollywood from New York.

•

ROBERT MOCHRIE, RKO Radio sales vice-president, will attend the Theatre Owners of America convention in Houston, Tex., Oct. 30 to Nov. 2.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, leaves here today for Louisville to address the Kentucky Theatre Owners Association meeting Oct. 18-19.

•

LEONARD HIRSCH, home office assitant to RUDY BERGER, M-G-M Southern sales manager, left here yesterday for New Orleans, Atlanta and Charlotte.

•

GEORGE J. SCHAEFER, sales chief for Stanley Kramer Productions, is due to return to New York at the weekend from a brief business trip to England and France.

•

HOWARD YOUNG, a *This Week* magazine editor, has been called back to the Army Infantry Corps. Before reporting to duty, Lt. Young and Mrs. Young are taking a Caribbean cruise.

•

MAY SWANSON, of the Universal-International home office exploitation department, was married Saturday to ERNEST CORDOVA at the West End Presbyterian Church here.

•

JACK S. CONNOLLY, chief of the newsreel and special coverage staff of the State Department's international motion picture division, has left here for Tokyo and Korea.

•

SAM L. SEIDELMAN, Eagle Lion Classics general foreign manager, returned to New York yesterday by plane from Mexico City.

•

IRVING M. SOCHIN, sales head of Universal-International's special films division, is in Boston from New York today.

•

SAM ROTH and JOHN G. BROUMAS, president and general manager of the Roth Circuit are visiting New York from Washington, D. C.

•

J. MYER SCHINE, circuit executive, and MRS. SCHINE, have announced the engagement of their daughter, RENEE HELENE, to LESTER CROWN of Chicago.

•

GLORIA SWANSON and her daughter, MICHELLE FARMER, sail for Europe today on the *SS America*.

•

PERRY LIEBER, RKO Radio studio publicity head, arrives here from Hollywood today.

•

HOWARD STRICKLING, M-G-M studio publicity director, left here by plane for Hollywood yesterday.

Insider's Outlook

By RED KANN

IT all began last Wednesday when the Federal Communications Commission authorized the Columbia Broadcasting System to proceed with commercial color television. A five-to-two decision and therefore a split, nevertheless CBS won out over all other contenders including, chiefly, the Radio Corporation of America and Color Television, Inc., of San Francisco.

Ever since, everyone has been getting into the act. Statements are hitting the daily press by the dozens, and many of them like David Sarnoff's are pretty hot. RCA is so exorcised, in fact, that it threatens to sue the FCC on the ground its ruling placing all of the presently known chips in CBS's basket is contrary to public interest and consequently should be set aside.

■

While the champions argue the relative merits of an all-electronic color system available to one and all as against the CBS system which sets up new technical standards, they appear to be overlooking the group without whose support the theory over this standard or that becomes so much waste motion.

The public—those who now wonder what will happen to programming over their black-and-white TV receivers and those who may be on the verge of a buy—is bothered and bewildered, but not exactly bewitched.

Frank Stanton, CBS president, was pretty cagey with advice on whether or not to buy or wait in a nationwide talk over his own system Sunday evening.

Peter C. Goldmark, the man who developed the CBS system which relies on a spinning filter disk to inject the color, is a bit reserved, too. On the specific question if he thought it wise to purchase a TV receiver now, he told Jack Gould, who covers television for the *New York Times*:

"If I were enthusiastic about color, I'd wait. If I were lukewarm, I'd buy."

■

Between filters that spin, claims that adapters will bring in color TV but in black-and-white over some—but not all—existing models, other claims for converters that will bring in color TV in color, confusion over what it will cost to superimpose both gadgets on existing receivers, the size of the image in color, dispute over whether the image can be stepped up, expressed opinion that sets now leaning toward obsolescence perhaps are best geared for the adapter-converter changeover, the unknown number of months required before the first receivers built for color reception will be available, uncertainty over the rate of manufacture thereafter—between these and many other questions, never excepting the moot twins about quality and programming, the public is reflecting anger along with its confusion.

■

This reflects itself in such reactions as these:

The *New York Times* surveyed midtown stores and found many prospective customers uncertain over what to do.

The Associated Press reported sales have dropped in Washington and Boston.

In St. Louis, interest is down sharply.

Cleveland is off from five to 25 per cent.

"Considerably slowed" is the roundup from Los Angeles.

There will be more of this as the facts penetrate deeper and the confusion grows greater.

■

The film industry ought to appraise this cat-and-dog fight with the calm of its experience and its years. About 25 years ago this business had an earthquake of its own to survive. The changeover from silent to sound was hardly a picnic if you will look into your memories.

It was a tough, mixed-up period what with some pictures talking and others half-talking, and it took time for the dust to settle. It was also the time when a great deal of nonsense was let loose about the interchangeability of equipment. Everyone now knows, of course, that this was a competitive device designed to further the sale of one brand of equipment over another.

In due time, but not without its headaches, this issue also resolved itself. So do we think it will be with television once it has taken on enough age.

In the interim, which could run to quite a period of time by all of the existing signs, showmen who are worried over TV would do well to remember that movies continue to be the public's best entertainment.

Allied of Illinois to Mark Anniversary

CHICAGO, Oct. 16.—Plans for staging the 20th anniversary celebration of Allied Theatres of Illinois are now underway, according to an announcement by Jack Kirsch, its president.

The celebration will take in the form of a banquet on Dec. 15 in the grand ballroom of the Palmer House. Expected to attend are the presidents and sales managers of major distributing companies, studio executives, Hollywood stars and others.

History of the organization's 20 years of service to independent motion picture theatre owners in the Chicago area will be detailed in a souvenir program.

Van Nomikos, vice-president of the organization, has been chosen general chairman of the celebration.

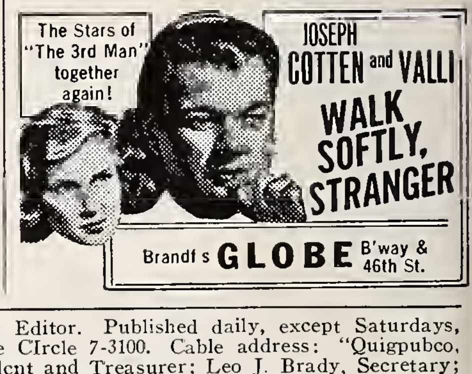
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

"DARK CITY"
A HAL WALLIS PRODUCTION
Introducing CHARLTON HESTON • And Starring LIZABETH SCOTT
VIVECA LINDFORS • DEAN JAGGER
DON DeFORE
Directed by WILLIAM DIETERLE
A Paramount Picture
In person MOREY AMSTERDAM
RICHARD HAYES
DICK AND DOT REMY
CHARLIE VENTURA And His Orchestro
EXTRA JANIS PAIGE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO Radio Pictures Inc.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

Joseph COTTEN Linda DARNELL
Jeff CHANDLER Cornel WILDE
Two Flags West
20th Century-Fox
RIVOLI BROADWAY AT 49th
Plus "YOU CAN BEAT THE A-BOMB"



The Stars of "The 3rd Man" together again!
JOSEPH COTTEN and VALLI
WALK SOFTLY, STRANGER
Brandt's GLOBE B'way & 46th St.

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National Pre-Selling

M-G-M's sound track album on "Two Weeks with Love" will be available in music and record shops on Oct. 27 with plenty of material in the dealer's hands for promotion at his point of sale. The album features six numbers from the picture in all three spe[illegible]45 rpm, 78 rpm, and 33⅓ rpm. M-[illegible] plans to present the leading disc jockey in each city with an album autographed by Jane Powell plus a portfolio of promotional ideas on the picture.

●

Si Seadler proposes some advance thinking in the preselling of "Mrs. O'Malley and Mr. Malone" to establish this picture as one that "will tickle America's funnybone." "Basically," he says, "we will sell Marjorie Main and James Whitmore, the co-stars, as we used to sell Marie Dressler and Wally Beery." Copy that will be used in the advertising introduces them as "The Screen's New Scream Team," in "an explosive, rousing, down-to-earth comedy for mass audiences."

●

Gilbert Golden, executive assistant to Mort Blumenstock, vice-president in charge of Warner advertising and publicity, states that the motion picture fan magazines for October all carry page ads on "The Glass Menagerie." This includes "Modern Screen," "Screen Stories," "Motion Picture," "Movie Story," "Movie Life," "Movie Stars Parade," "Movieland," "Screen Guide," "Photoplay," "Screenland" and "Silver Screen."

●

An official order from the United States Marines Headquarters in Washington, signed for the Commandant by Major General M. H. Silverthorn, directs "all posts and stations, all reserve and recruiting activities" to lend their "assistance and participation" in the exploitation of Paramount's new Technicolor film, "Tripoli" which had its world premiere in Philadelphia and at Yokosuka Naval Base, Tokyo, last Friday. The picture will be previewed in every Marine Barracks and base theatre throughout the world.

●

Paramount's premiere of W. Somerset Maugham's new film, "Trio" at the fashionable Sutton on New York's upper East Side netted $25,000 for the Damon Runyon Fund, with tickets selling at $50 and $100 each. Entire receipts were in the nature of a donation to the cancer fund.

●

Just to give you an idea of how far ahead they plan promotion in advance of release dates, the Walt Disney office held a coordinating conference in New York this week, following a six-day conclave at the studio, to discuss the extensive campaign for "Alice In Wonderland" which won't be released until the fall of 1951.

●

RKO's "Where Danger Lives" will be advertised in the November issues of *Esquire, Good Housekeeping, True, Coronet,* and *Red Book,* all on the stands during October. The group have a total circulation of 8,500,000 on a black-and-white page.

WALTER BROOKS

TOA Meet to Hear Depinet, Johnston

Ned E. Depinet, Council of Motion Picture Organizations president; Eric A. Johnston, president of the Motion Picture Association of America, and W. Stuart Symington, chairman of the National Security Resources Board will be among the several industry and government leaders who will speak at the Theatre Owners of America Mid-Century Convention to be held in Houston, Oct. 30-Nov. 2, it was announced here yesterday by TOA executive director Gael Sullivan.

Other speakers will be Jesse Lasky of the Screen Producers Guild; Vernon Myers, research director of *Look Magazine*; Ted Lane, public relations director of Greater Universal Theatres, Sydney, Australia; William Hobbs, president of the Coca Cola Co.; Nathan Golden, head of the motion picture division of the U. S. Department of Commerce; Gov. Shivers of Texas and U. S. Senators Tom Connolly and Linden Johnson.

Sullivan said he will address the convention on "Exhibition's Program for Tomorrow." It will deal with what Sullivan has termed the need for organized exhibitor action to make such "new dynamics" as three dimensional films serve as advantages in the competition for the entertainment dollar.

Sullivan said he will present to the convention also a proposal that distributors be urged by exhibition to convert as rapidly as possible to acetate stock so that exhibitors can begin an organized drive to capitalize on the money-saving advantages of such stock. He cited these advantages from use of the non-inflammable stock as lower shipping rates on prints; lower fire insurance rates for theatres and less severe building code restrictions.

Para. Boosts

(*Continued from page* 1)

entertainment in the world." Raibourn added that "You don't have to worry about color television."

E. K. O'Shea, assistant sales manager, discussed the uses of competitive bidding and competitive negotiation.

Max Youngstein, advertising-publicity director, emphasized the importance of proper selling of "Trio," for which he predicted top national grosses. He cited the attention being given the picture by nationally circulated publications with millions of readers. Youngstein, recently returned from a studio visit, described the new product he had seen and the enthusiasm evident on the Paramount lot.

Oscar Morgan, short subjects sales manager, described new sales policies being inaugurated for that product.

Cooper, Lippert in Deal

HOLLYWOOD, Oct. 16.—Formation of Mayflower Productions, in which Gary Cooper and Robert L. Lippert are equal partners, was announced today. Cooper will not appear in films produced by the new company, but will continue to work for major studios.

Walsh Urges Labor Vote

HOLLYWOOD, Oct. 16. — Richard Walsh, IATSE president here to complete union contract negotiations with the studios, today told the Hollywood AFL Film Council to get behind labor candidates.

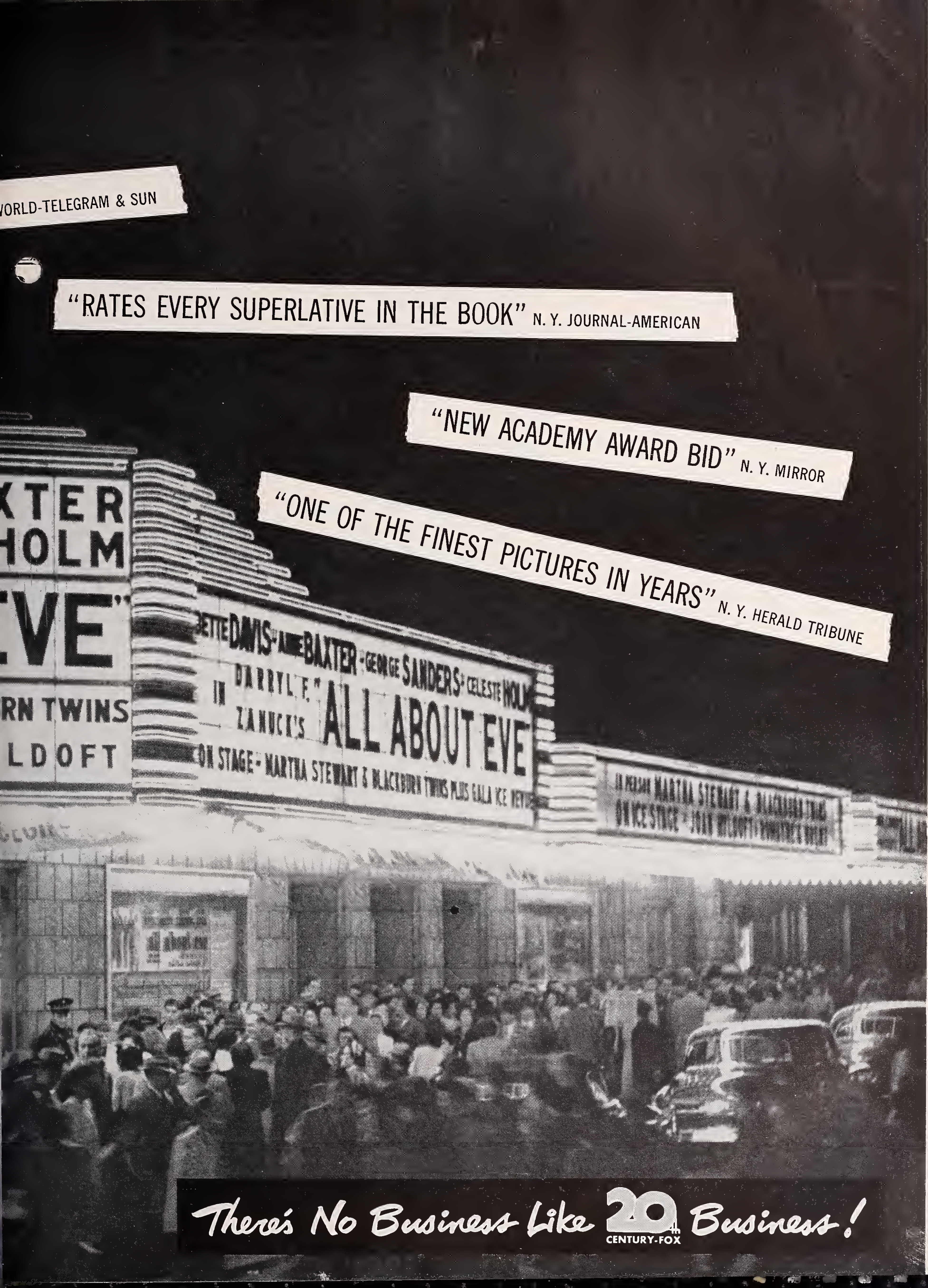
"HIGHEST RATING
'ALL ABOUT EVE'
A SMASH HIT" N. Y. NEWS

"BRILLIANTLY CONCEIVED, DAZZLING, DEVASTATING" N. Y. TIMES

"HIGHEST RATING. SOMETHING NEW UNDER THE HOLLYWOOD SUN" N. Y. POST

"A MONUMENTALLY SATISFYING ACHIEVEME

ROXY
BETTE DAVIS ★ ANNE
GEORGE SANDERS ★ CELE
S ★ CELESTE HOLM
T EVE"
IN "ALL ABOUT
ON STAGE - MARTHA STEWART & BL
PLUS GALA ICE REVUE WITH JOA
GALA ICE REVUE
RMANCES
PERFORMANCES
SEE ALL ABOUT EVE FRO
BETTE DAVIS
ANNE BAXTER
"all about eve"
DARRYL F. ZANUCK
MARTHA STE


XTER
HOLM
EVE"
RN TWINS
LDOFT
BETTE DAVIS - ANNE BAXTER - GEORGE SANDERS - CELESTE HOLM
IN DARRYL F. ZANUCK'S "ALL ABOUT EVE"
ON STAGE - MARTHA STEWART & BLACKBURN TWINS PLUS GALA ICE REVUE
IN PERSON MARTHA STEWART & BLACKBURN TWINS
ON ICE STAGE - JOAN HYLDOFT'S

VORLD-TELEGRAM & SUN

"RATES EVERY SUPERLATIVE IN THE BOOK" N. Y. JOURNAL-AMERICAN

"NEW ACADEMY AWARD BID" N. Y. MIRROR

"ONE OF THE FINEST PICTURES IN YEARS" N. Y. HERALD TRIBUNE

There's No Business Like 20th CENTURY-FOX Business!

INDUSTRY ENDORSES AIR MAIL EDITION

CHARLES P. SKOURAS
President
National Theatres Corp.
Los Angeles, Calif.

"Your inauguration of airmail delivery for Motion Picture Daily reflects keen awareness of the problems confronting exhibitors in these fast-moving times".

MORTON G. THALHIMER
President
Neighborhood Theatres, Inc.
Richmond, Va.

"In this era of rapidly-changing conditions, such an issue, I am sure, will prove valuable to all exhibitors through the receipt of 'Today's News Today' ".

SIDNEY MEYER
Wometco Theatres
Miami, Fla.

"I am highly pleased with your AIR MAIL EDITION of Motion Picture Daily. I have been unhappy for a long time because of the fact that we get the news two or three days late here as it takes that long for trade papers to reach us. Now my gripe is solved because I can look forward to the news 'hot off the press' each Tuesday. This is a fine service you have inaugurated and I congratulate you and look forward to its continuance".

SAMUEL PINANSKI
President
Theatre Owners of America, Inc., and President, American Theatres Corp.
Boston, Mass.

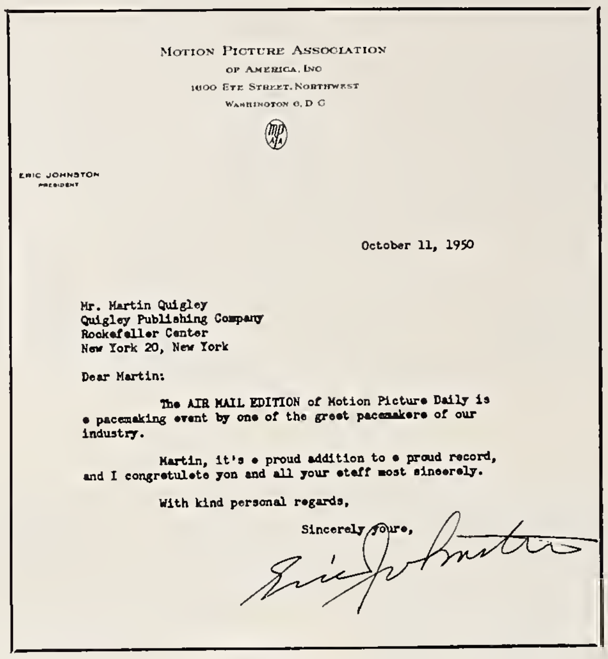
"It is the greatest idea in the annals of trade paper journalism. Great credit should go to Martin Quigley for his foresight in bringing the news of the motion picture industry of the world quicker and faster to those who consider such news of vital importance in this rapidly-changing era".

EDWIN SILVERMAN
President
Essaness Theatres Corp.
Chicago, Ill.

"Your idea . . . is a good one. Will look forward to its arrival with increased interest".

JACK KIRSCH
President
Allied Theatres of Illinois, Inc.
Chicago, Ill.

"I shall eagerly look forward to receiving the AIR MAIL EDITION each Tuesday. Quigley Publications is to be complimented for this very progressive step in motion picture trade journalism, providing the busy film executive with up-to-the-minute news and happenings in our trade as they occur".



Motion Picture Association
of America, Inc.
1600 Eye Street, Northwest
Washington 6, D. C.

Eric Johnston
President

October 11, 1950

Mr. Martin Quigley
Quigley Publishing Company
Rockefeller Center
New York 20, New York

Dear Martin:

The AIR MAIL EDITION of Motion Picture Daily is a pacemaking event by one of the great pacemakers of our industry.

Martin, it's a proud addition to a proud record, and I congratulate you and all your staff most sincerely.

With kind personal regards,

Sincerely yours,

Eric Johnston

DARRYL F. ZANUCK
Vice-President
in Charge of Production,
20th Century-Fox Film Corp.
Beverly Hills, Calif.

"I congratulate you and your organization on this evidence of progress and enterprise. It should prove a valuable step forward bringing the widely separated branches of our industry into closer contact with each other from an information viewpoint".

JOHN H. HARRIS
President, Harris Amusement Co.
Pittsburgh, Pa.

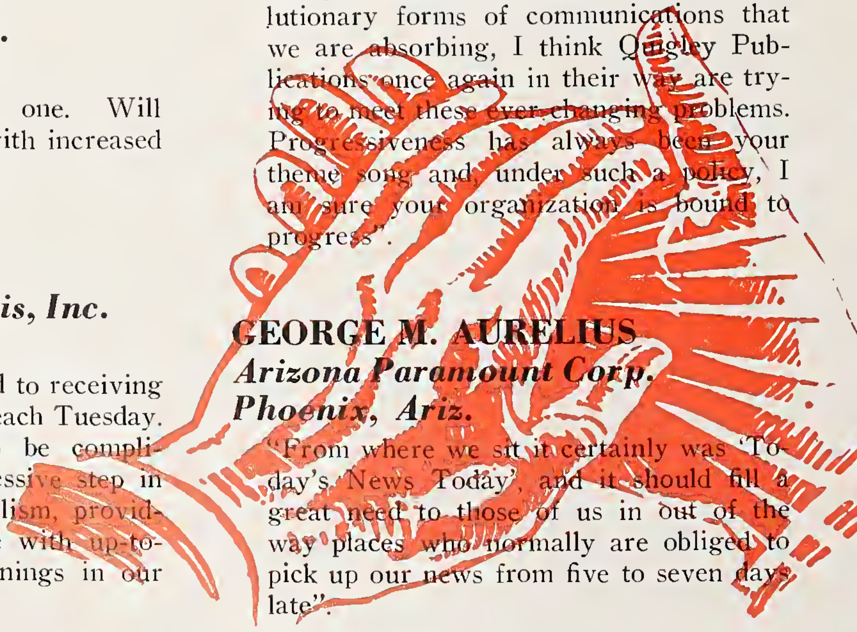
"Congratulations and thanks for bringing today's news today. We are most grateful for another of the always forward moves of Motion Picture Daily".

LEONARD H. GOLDENSON
President
United Paramount Theatres, Inc.
New York, N. Y.

"With the ever-changing world we are going through today and the ever revolutionary forms of communications that we are absorbing, I think Quigley Publications once again in their way are trying to meet these ever-changing problems. Progressiveness has always been your theme song and, under such a policy, I am sure your organization is bound to progress".

GEORGE M. AURELIUS
Arizona Paramount Corp.
Phoenix, Ariz.

"From where we sit it certainly was 'Today's News Today', and it should fill a great need to those of us in out of the way places who normally are obliged to pick up our news from five to seven days late".



ROBERT J. O'DONNELL
Vice-President and
General Manager,
Interstate Circuit, Inc.
Dallas, Tex.

". . . while I am sure you are going to receive many congratulatory letters, there is no section of the country which has a greater appreciation of this service than we do. Until this innovation . . . we [illegible]e always been, at the best, 48 to 72 hours behind in our knowledge of the current events in the New York and California areas . . . we are greatly impressed and very grateful for this forward step".

MARC J. WOLF
President
Y. and W. Management Corp.
Indianapolis, Ind.

"Congratulations on your latest 'first'—the AIR MAIL EDITION of Motion Picture Daily. Quigley Publications, always the leader, have again demonstrated their progressive spirit".

EDMUND C. GRAINGER
President
Jamestown Amusement Co.
New York, N. Y.

". . . getting today's news to your subscribers throughout the country on the day that it is news is a great service to them".

Y. FRANK FREEMAN
Vice-President
in Charge of Production,
Paramount Pictures Corp.
Hollywood, Calif.

". . . your move is in the right direction and I think it will prove of value to all of us. Somehow you always seem to do the right thing at the right time".

NAT WOLF
Division Manager, Warner Bros.
Circuit Management Corp.
Cleveland, Ohio

"The AIR MAIL EDITION reached my desk right after lunch on the day of publication. I think the idea is terrific.

EDWARD M. FAY
C. & F. Theatre Co.
Providence, R. I.

"Permit me to congratulate Quigley Publications on the new AIR MAIL EDITION. . . . We will now be able to read the news of tomorrow today".

GEORGE A. CROUCH
Division Manager, Warner Bros.
Circuit Management Corp.
Washington, D. C.

". . . would like to commend you for this fine service you are extending to our industry".

APPROVAL IS EMPHATIC, ENTHUSIASTIC

ELLIS ARNALL
President, Society of Independent Motion Picture Producers
New York, N. Y.

". . . this service will be of inestimable value to me since I can have today's news about the industry today when I am away from my New York office. . . . Congratulations on your enterprise in establishing this service for the industry".

ARTHUR L. MAYER
Executive Vice-President, Council of Motion Picture Organizations
New York, N. Y.

"Since I myself have reached eagerly each morning for my copy of Motion Picture Daily, I am sure motion picture men throughout the country will be delighted with the information of your AIR MAIL EDITION, as this progressive new service will give them the news of their industry with the least possible delay".

WILLIAM GOETZ
Vice-President
in Charge of Production, Universal-International Pictures
Universal City, Calif.

"I am sure that all of us in the industry on the West Coast are happy that Motion Picture Daily is to publish an AIR MAIL EDITION. We like to keep in step with the news whether it is here, New York or Europe and, like the airplane, Motion Picture Daily is bringing New York and Hollywood closer together".

PAGE BAKER
Theatre Service Co.
New Orleans, La.

"A splendid idea. Should be a great help to get 'Today's News Today' ".

SHERRILL CORWIN
Metropolitan Theatre Corp.
Los Angeles, Calif.

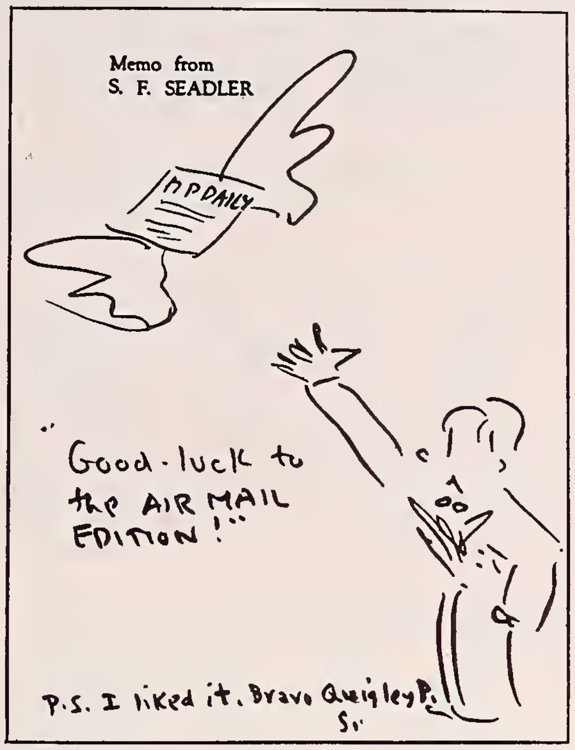
"The AIR MAIL EDITION of Motion Picture Daily is swell. I value the speed-up delivery greatly. The Daily is very comprehensive in its coverage and I am immensely pleased with this new development".

ROBERT B. WILBY
President
Wilby-Kincey Service Corp.
Atlanta, Ga.

"The news first should be a great thing. Keep it up".

H. H. EVERETT
Everett Enterprises
Charlotte, N. C.

"Congratulations on 'getting there fustest with the mostest'. It is nice to be able to read today's news today and we wish you continued success".


Memo from
S. F. SEADLER
MP DAILY
"Good-luck to the AIR MAIL EDITION!"
P.S. I liked it. Bravo Quigley P. Sr.

The cartoonist is also widely known as Advertising Manager of M-G-M.

SAMUEL ROSEN
Secretary-Treasurer
Fabian Theatres Corp.
New York, N. Y.

"I think 'Today's News Today' is a smart undertaking on your part . . . to those out of town, it is very important to receive hot news. It is a start in the right direction".

MORT B. BLUMENSTOCK
National Director of Advertising and Publicity
Warner Bros. Pictures, Inc.
New York, N. Y.

"Speaking for Ben Kalmenson [vice-president in charge of distribution] and myself, assure you that the speeding up of good news to important buyers of our product will always be encouraged".

CHARLES A. SMAKWITZ
Division Manager, Warner Bros. Circuit Management Corp.
Albany, N. Y.

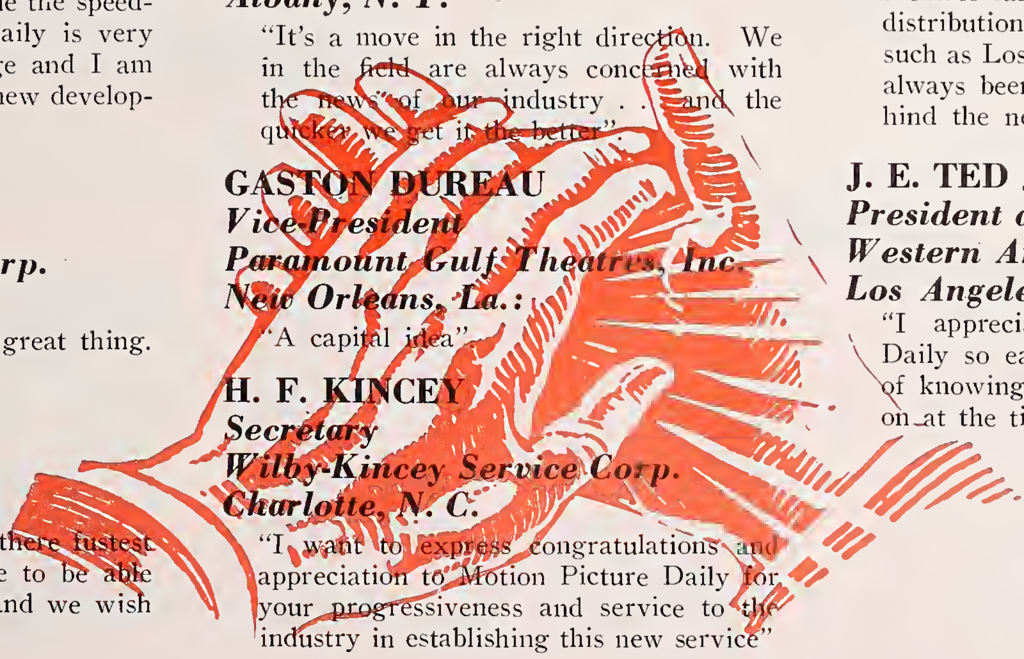
"It's a move in the right direction. We in the field are always concerned with the news of our industry . . . and the quicker we get it the better".

GASTON DUREAU
Vice-President
Paramount Gulf Theatres, Inc.
New Orleans, La.:

"A capital idea".

H. F. KINCEY
Secretary
Wilby-Kincey Service Corp.
Charlotte, N. C.

"I want to express congratulations and appreciation to Motion Picture Daily for your progressiveness and service to the industry in establishing this new service"



STEVE BROIDY
President
Monogram Pictures Corp.
Hollywood, Calif.

"You are, indeed, to be congratulated on your foresight and initiative in shrinking the distance between New York and Los Angeles in the publishing of the AIR MAIL EDITION of Motion Picture Daily. With this new edition of the Daily, both Coasts are now brought within the same time zone".

WILLIAM F. RODGERS
Vice-President
in Charge of Distribution, M-G-M
New York, N. Y.

"I feel that this undertaking should be most favorably received and want to extend to you my best wishes for a full measure of success in this new departure".

LEON D. NETTER
President
Florida State Theatres, Inc.
Jacksonville, Fla.

"Time seems to be the essence these days in this quickly-changing business and the fact that we will now be in position to get the trade news at least a day earlier through your fine service and cooperation is going to be very helpful to us".

N. A. TAYLOR
President, Twinex Century Theatres Corp., Ltd.
Toronto, Canada

"It is a pleasure indeed to see that the trade press in the United States is so wide-awake and anxious to perform a service to the people in the industry".

E. D. MARTIN
President, Martin Theatres, Inc.
Atlanta, Ga.

". . . I have nothing but praise to Motion Picture Daily for inaugurating this important service. We who operate theatres far from the centers of news on distribution, production and management, such as Los Angeles and New York, have always been from two to three days behind the news."

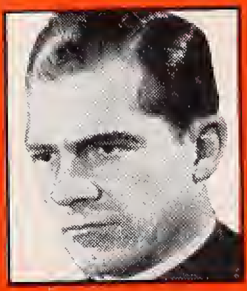
J. E. TED JONES
President and General Manager
Western Amusement Co., Inc.
Los Angeles, Calif.

"I appreciate getting Motion Picture Daily so early. It offers the advantage of knowing about things that are going on at the time they are happening".

Another Great Picture

FOLLOWING "OUR VERY OWN"

"EDGE OF DOOM"



DANA
ANDREWS

FARLEY
GRANGER

from Samuel Goldwyn!

11TH WEEK!
ASTOR, NEW YORK

2ND WEEK!
ORPHEUM, NEW ORLEANS

2ND WEEK!
ORPHEUM, DENVER

SMASH OPENING!
BRANDEIS, OMAHA

SMASH OPENING!
ASTOR, BOSTON

JOAN EVANS

ROBERT KEITH

PAUL STEWART

MALA POWERS

ADELE JERGENS

Directed by **MARK ROBSON** · Screen play by **PHILIP YORDAN** · Based on the Novel by Leo Brady · Distributed by RKO Radio Pictures, Inc.

Director of Photography Harry Stradling, A.S.C

N. Y. Grosses

(*Continued from page 1*)

and large, the current week promises to be good for box-office activity at Broadway theatres, particularly since the cooler days and nights appear to have achieved already this season their usual stimulus on theatre-going.

In the forefront of the more prosperous houses is Radio City Music Hall whose third week of "The Glass Menagerie," plus a stage presentation, is expected to exceed the second by some $2,000, with $132,000 looked for. Thursday through Sunday brought the Hall a solid $90,000.

"Eve" Heads for $100,000

Also running strong is the Roxy, where the first week of the "scheduled performance" policy being innovated with "All About Eve," plus a stage and ice show, is due to register $100,000, a figure which would indicate a successful bow for the new policy. Weekend business totalled $51,000, with evening attendances described as "virtually capacity" and matinee patronage marked down as "good." Meanwhile, the Roxy management has had "scheduled performance" tickets printed for four weeks in advance, and is "looking forward" to continuing "Eve" even beyond that point.

"Two Flags West" was unfurled at the Rivoli to brisk business in the opening days; indicated for the initial week is $36,000, a tidy take for the house.

At the Globe, "Walk Softly, Stranger" is making enough noise at the box-office to have a solid $20,000 chalked up for the first week. Another newcomer that has gotten off to a bang-up start is "Trio," the J. Arthur Rank picture imported by Paramount, whose opening week at the Sutton looks like a bountiful $20,000.

First week of "A Life of Her Own," together with a stage show topped by The Three Suns, appears set to bring the Capitol a gratifying $78,000. Second and final week of "Union Station," and a stage bill featuring Duke Ellington and his band, is expected to register a pretty good $61,000 at the Paramount where "Dark City" will open tomorrow.

Strand Expects $40,000

At the Strand, "The Breaking Point," plus a stage show headed by Lisa Kirk, has fallen off, with the second and final week estimated at $40,000, following an initial stanza's gross of $60,000; "Three Secrets" will open at the Strand on Friday.

J. Arthur Rank's "Madness of the Heart" opened to only fair business at the Park Avenue, with the first week's take estimated at $6,500. At the Mayfair, meanwhile, "Treasure Island" is still proving itself a rugged hold-over with a ninth week's take of $13,200; the picture entered its 10th and final week yesterday. Approximately $17,000 is seen for the initial week of "Outrage" at the Criterion, which is so-so-business.

Strong in its second week at the Victoria is "State Secret," with $21,000 indicated. "Edge of Doom" slipped to $9,500 for its 12th week at the Astor, while at the Bijou "The Red Shoes," Broadway's longest hold-over, is holding up with $5,500 seen for the 104th stanza. Third week of "Toast of New Orleans" appears to be bringing Loew's State a gratifying $24,000, after a particularly brisk weekend.

Background of 12-Year Old U.S. Suit vs Films

The U. S. Supreme Court's decision yesterday not to grant petitions by Loew's, 20th Century-Fox and Warner Brothers for a review of the divorcement and theatre divestiture provisions of the New York Federal statutory court's decree brings the 12-year old case to its final close. There are no further legal steps open to the defendant companies.

The case was begun in 1938 when Homer Cummings was U. S. Attorney General. Since then the prosecution was directed by five succeeding attorney generals: Frank Murphy, Robert H. Jackson, Francis Biddle, Tom Clark and J. Howard McGrath.

The original defendants were the eight major companies: Columbia, Loew's, Paramount, RKO, 20th Century-Fox, United Artists, Universal and Warner Brothers, with certain subsidiary and affiliated companies of each.

The government, in effect, accused the companies of trade malpractices in distribution and exhibition, and of illegally combining to monopolize trade and restrain competition. Production was given a clean bill of health. The government's objectives were the separation of exhibition from production-distribution, and the opening of specific theatre situations to freer competitive conditions, on the one hand, and the elimination of certain trade practices in the buying and selling of film, which the government charged were illegal and which included block booking, specified minimum admission charges for theatres on particular pictures and conditioned selling of features or shorts.

The defendants entered into a three-year consent decree with the government which terminated an early trial of the case in 1940. Thereafter, the government returned to its original objectives and succeeded in the course of trials in New York Federal Court and on appeals to the U. S. Supreme Court in:

Having declared illegal "contracts, combinations and conspiracies" restraining trade (Supreme Court, May 3, 1948); having declared illegal "integration of production and distribution" (District Court, 1946, Supreme Court, 1948); accomplishing divorcement and divestiture with two companies by consent decree (RKO and Paramount); bringing about new trade practices (District Court, 1946, Supreme Court, 1948); forcing three companies — 20th-Fox, Loew's and Warner Brothers—to accept divorcement and divestiture (Statutory Court, 1950, Supreme Court, 1950); forcing the three non-theatre holding companies — Columbia, Universal and United Artists—to accept new trade practices.

High Court Refuses Review

(*Continued from page 1*)

the provisions of the New York court decree, or to come to terms with the government by way of the consent decree route. Warners and 20th-Fox have been conducting negotiations with the government for some time, and according to Justice Department officials, a Warner decree is imminent, while one with 20th-Fox is a little further off. There have been no approaches to the Department by Loew's.

Under the terms of the New York decree, the companies must submit within six months a plan for the separation of their production-distribution activities from their exhibition interests. This divorcement must be carried out within three years. Moreover, within one year, a plan must be submitted by each company and by the government for the divestiture of theatre interests "adequate to satisfy the requirements of the Supreme Court decision with respect to divestiture."

On exactly what date these deadlines are based is not certain. Company lawyers say the time limits run from July 10, the date the high court's mandate affirming the lower court decree reached the New York court. Justice officials have indicated they might be prepared to argue that the time limits run from June 5, the date of the original Supreme Court ruling.

The high court's order also affirms the provision of the New York decree barring distributors resulting from divorcement from acquiring theatres without court approval and barring exhibitors resulting from divorcement from distributing films without court sanction.

The Justice Department, which originally filed a cross-appeal, did not ask for a rehearing. It merely had asked the court to permit it to ask for a rehearing later should it grant the companies' request for rehearing today.

St. Louis MPTO to Meet Nov. 13-14

St. Louis, Oct 16.—A complete exposition of the aims and plans of the Council of Motion Picture Organizations will be given to the annual convention of the MPTO of St. Louis, Eastern Missouri and Southern Illinois at the Chase Hotel here, Nov. 13-14, Tom Edwards, president, announced today.

The convention agenda also includes television discussions, drive-ins, concessions, public relations, showmanship and open forums on trade problems.

"Joan" Bow Set

Sierra Pictures Technicolor production, "Joan of Arc," starring Ingrid Bergman, will open for its first general release engagement at the RKO Keith Theatre in Washington on Nov. 1, Robert Mochrie, RKO Radio vice-president and general sales manager, announced. Other early November openings scheduled for the film are New Orleans and Kansas City.

Hughes-Brandt Deal In Temporary Lull, Awaiting Financing

Hollywood, Oct. 16.—Negotiations by Harry Brandt for the Howard Hughes' controlling stock interest in RKO Theatres are in a state of animated suspension while Brandt endeavors to complete arrangements for posting stand-by money as a guarantee for closing a deal with Hughes formally next January.

Hughes will be unable to tr[illegible]r his stock interest in the new [illegible]O theatre company until divorcement has become a fact next Jan. 1. Meanwhile, before entering into a binding agreement now, the RKO chairman is represented as requiring a guarantee in the form of stand-by money for the performance of the agreement in January.

$6,000,000 to $7,000,000 Needed

According to local reports, the stand-by money required by Hughes is the equivalent of the selling price of his 929,020 shares of the theatre stock, between $6,000,000 and $7,000,000. If this sum is obtained and posted by Brandt, it will be equivalent to an all-cash deal. Presumably it would be private financing, and thus no Securities and Exchange Commission approval would be required. In earlier negotiations, Brandt had proposed to pay a fraction over $8 per share, with public financing sufficient to purchase an additional 42 per cent of the RKO Theatres stock in the market, in addition to Hughes' 24 per cent controlling interest. The present bid in the all-cash negotiations is a fraction over $6 per share.

Kuhn, Loeb and Co., New York investment house which was interested in the original deal, reportedly is out of the picture now. Also uncertain with Brandt buying only the Hughes' 24 per cent interest, is the originally-proposed merger of Brandt's Trans Lux Theatres with RKO Theatres. Brandt's original plan to buy two-thirds of the outstanding RKO Theatres' stock would have given him automatic voting control for such a merger. Should he end up with only 24 per cent, the required majority for the merger would be in some doubt.

Newspaper Strike Hits Pitt. Grosses

Pittsburgh, Oct. 16.—With the mailroom workers' and deliverymen's strike keeping the city's newspapers shut down for more than two weeks, the enforced absence of theatre advertising is seriously reducing attendance and grosses throughout the city.

The Nixon Theatre, which uses motion pictures between legitimate theatre bookings, has closed.

Early Director Dies

Philadelphia, Oct. 16.—William Christy Cabanne, 62, director of many films since he joined the old Biograph company in the early days of the industry, died here yesterday of a heart attack. He was visiting here from the Coast.

Claude Miller, 75

Hartford, Oct. 16.—Claude H. Miller, 75, of Guilford, Conn., early screen writer for silent pictures, and a pioneer motion picture theatre operator, died recently at Grace Hospital, New Haven.

FRANK BOUCHER
K-B Circuit, Washington, D. C.

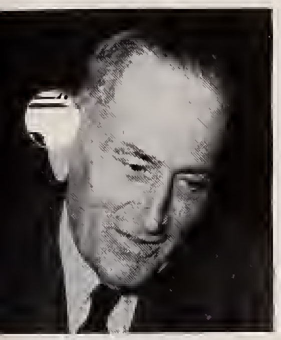
ELMER RHODEN, Jr.
Commonwealth Amuse. Corp., Kansas City

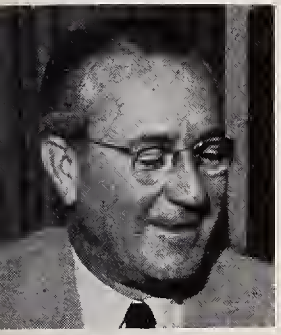
AL REYNOLDS
Claude Ezell Circuit, Texas

GEORGE MANN
Theatre Service Agency, San Francisco

HARRY DEMBOW
Prominent Pennsylvania Exhibitor

OSCAR HANSON
Buying and Booking Agency, Omaha


MORT LEWIS
Wielland & Lewis Circuit, New Jersey


HORACE FALLS
Phil Isley Circuit, Texas

WILL J. CONNER
Hamrick's Theatres, Inc., Seattle

BILL JENKINS
Western Amuse. Co., Portland, Ore.

THEY DISCOVERED "KING SOLOMON'S MINES"!

Just a few of the hundreds of alert showmen who pick M-G-M's Giant Adventure Romance as the Box-Office Gold Mine of the Year! The first of its kind filmed entirely in Africa in Technicolor it's the

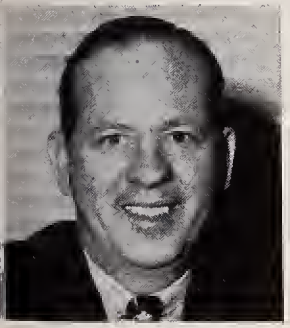
BIGGEST SHOW FOR THANKSGIVING!

LOU RIBNITZKI
Warner Theatres, Washington, D. C.

HUGH W. BRUEN
Bruen Theatres Co., Whittier, Cal.

STANLEY DURWOOD
Durwood Theatres Circuit, Kansas City

BURT JACOCKS
Warner Circuit, Connecticut


JOHNNIE HARRELL
Martin Theatres, Columbus, Ga.

JACK MATLACK
J. J. Parker Theatres, Portland, Ore.

B. F. SHEARER
B. F. Shearer Theatres, Seattle, Wash.

MAX CONNETT
Pres. Tri-State Theatre Owners Ass'n

DAVID J. BOLTON
Roxy Theatre, Santa Rosa, Calif.

TOM J. WALSH
Comerford Circuit, Binghamton, N. Y.

M-G-M Starts 'Closer To Home' Screenings

In line with his promise made at the Allied convention in Pittsburgh, to bring M-G-M trade screenings nearer to exhibitors who cannot travel to exchange centers to see the company's attractions, William F. Rodgers, sales vice-president of Loew's M-G-M announced the first in a series of "Closer-to-Home" trade screenings for "King Solomon's Mines" to supplement theatre screenings of this picture held earlier in exchange cities.

M-G-M branch managers in the field were instructed to hold screenings wherever they believed such showings to be justified for audiences as small as a half-dozen contract signers, if this becomes necessary.

Sales Records Topple

(*Continued from page 1*)

in a new all-time mark for a single week's feature bookings. Other marks claimed by the company this week include a new all-time high for film shipments; an unprecedented top for short subject bookings, and more Terrytoon shorts were booked for the week than in any previous combination of three weeks.

Advance reports from the 37 branch managers insure the company's highest week's revenue, domestically earned, since the last week in 1945.

A total of 5,738 theatres with daily, twice a week, or three times a week changes are presenting an all-20th Century-Fox program through the seven days being celebrated.

"Two Flags West" is chalking up a high score of 427 day-and-date bookings throughout the South in its mass saturation world premiere, while "Mister 880" opens in more than 200 key situations this week.

Applying 'No Way Out' Ad Technique to 'About Eve'

Continuing the policy of what was described as "new, dynamic advertising," which attracted attention in the "No Way Out" campaign, 20th Century-Fox has had a similar type of ad created for "All About Eve" by artist Erik Nitsche.

Nitsche, who along with Paul Rand created the modern ads for "No Way Out," designed the "All About Eve" ad with the specific purpose of catching the attention and interest of the nation's steady film-goers, 30,000,000 of whom will see the ad in 11 different fan magazines, 20th said.

Lines Gather Early At Roxy for 'Eve'

Early morning and afternoon lines gathered at the Roxy Theatre yesterday for the "scheduled performance" engagment of Darryl F. Zanuck's "All About Eve," with business reported better than Friday, the opening day.

To eliminate confusion, the Roxy in its newspaper advertising, stressed the fact that tickets could be bought just before each show. It was also disclosed that the theatre kept open a special block of seats for just such last minute purchasers.

SMPTE Convention

(*Continued from page 1*)

wood, editorial vice-president; Robert M. Corbin—reelected—Eastman Kodak, Rochester, secretary and William C. Kunzmann—reelected and perennial since 1934—National Carbon, Cleveland, convention vice-president.

The attention to television was keynoted in its polite approach in a paper in behalf of the embattled Columbia Broadcasting System method by reference to it as "sequential color" avoiding flat reference to the scanning devise. It was Peter Goldmark's paper. But as he had taken off for Washington and Federal Communications Commission conferences, as the top exponent of CBS color, the document was read by William Offenhauser, an advisory attache. The program also included a paper from W. L. Norvell, sales manager for the Vericon Division of Remington Rand, Inc., which is concerned with selling the CBS color method to industry and merchandising—down to shopping by television.

RCA's Turn Friday

This was CBS day, but Friday, the closing day is for RCA with an array of technical papers. Something of a keynote for that side of the great television issue was sounded by Dr. Vladimir K. Zorwykin, famed in achievements making television possible, and vice-president of RCA laboratories. He made a speech, following the bestowal of the society's honors, tonight in which he urged a goal of "a compatible color television system" as of greatest public benefit. Every engineer knew what he meant when he mentioned the "dot-simultaneous" system under development in behalf of color pictures characterized by "freedom from color flicker." Naming no names you understand.

Dr. Vladimir K. Zworykin—credited with the iconoscope—was recognized by a citation, read by John G. Frayne, chairman of the Progress Medal Award Committee, with the presentation of the 1950 Progress Medal. Dr. Charles R. Fordyce of Eastman Kodak, was the recipient of the Samuel L. Warner Memorial Award for 1950, for his research which has led to the commercial use of safety base for motion picture film.

Present 52 Papers

The 52 papers and committee reports of the agenda cover, as usual, many important and scientifically interesting subjects, remote from lay interest, this time including such matters as: "Diffuse and Collimated 'T-Numbers' of new Bausch and Lomb equipment" from A. E. Murray of Rochester; "Recent Studies on Standardizing the Dubray-Howell Perforations for Universal Application," by W. V. Wolfe and W. F. Kelley of Research Council, Inc., Hollywood, and "A.C. Magnetic Erase Heads," from M. Rettinger, RCA Victor Division, Hollywood. You can get in as deep as you like. Only engineers like.

Ramsaye Notes the Growing Recognition of Engineers

LAKE PLACID, N. Y., Oct. 16.—The role of the motion picture engineer and associated technical workers in the progress and economy of the studio and theatre is slowly but surely coming to be recognized, Terry Ramsaye, consulting editor of Quigley Publications, said in an address to the SMPTE semi-annual convention here this evening.

Ramsaye, the speaker of the convention, is an electrical engineer and a fellow of the Society.

Recognition of the engineer has been long in coming, Ramsaye pointed out, but present day developments affecting motion pictures, and including television, are speeding the process.

The Society's recent inclusion of the field of television, "which is in fact another device for the capture, creation and transmission of motion pictures," is a direct step in the indicated direction, Ramsaye said.

"It will be well if this Society should become more audibly articulate about itself and its works," he told the convention. "This all considerably pertains to that much-discussed subject of 'public relations.'

"Television in the amusement world is the new miracle. Showmen will never know how it does it, but they are stretched between alarm and enthusiasm about what it does and may do."

Ramsaye said that every "big scientific and technical enhancement of the screen art has had to fight its way into acceptance. None has been really welcomed. Small wonder then that the Society has been a while winning a way into the appreciation and understanding of movieland. Today that process is well under way."

He recalled that in addressing the Society 18 years ago he had suggested that 'it would be wholesome if the motion picture industry could be imbued with some of the respect for discipline in its art and commerce in something of the same terms in which the engineer has to regard the laws of his science and craft.'

"The industry in the intervening years has been through a sequence of wringers," Ramsaye said. "Now they know more about the law, learned the hard way in court. Discipline of the kind that rules the laboratory could have avoided a lot of that."

B. & K. Won't Play 'Eve' on Fox Plan

CHICAGO, Oct. 16.—Balaban and Katz announced here today that 20th Century-Fox's "All About Eve," will not be played on "scheduled performances" at its theatres because of "difficulties and confusion arising from the New York showing of the film." The film will be presented on a continuous performance basis and no tickets will be sold in advance. It will open Nov. 2 at the State Lake.

Kaufman with Ettinger

HOLLYWOOD, Oct. 16.—J. L. (Les) Kaufman, veteran industry advertising publicity executive, will join Margaret Ettinger as vice-president of West Coast operations.

Arnold Leaves Hallmark

WILMINGTON, O., Oct. 16.—Bill Arnold, veteran Atlanta zone manager for Hallmark Productions, has resigned, effective today to enter business on his own.

Invite Britons for Pact Signing Here

Formal invitations have been sent jointly by the Motion Picture Association of America and the Society of Independent Motion Picture Producers to Harold Wilson, president of the British Board of Trade, and Rupert Somervell, Treasury official, to come here at a date convenient to them for the signing of the new agreement covering the remittance of American film earnings in Britain.

Halt Recall Action Against Mankiewicz

HOLLYWOOD, Oct. 16.—Ballots for the recall of Joseph L. Mankiewicz as president of the Screen Directors Guild were held up today by a court stipulation obtained by the 25 leading SDG members.

The recall action by mail ballot was initiated against Mankiewicz because of his stand against a compulsory non-Communist pledge sponsored by the guild's board of directors.

Today's action, brought by attorney Martin Gang in behalf of 25 senior Guild members, was granted by Suprior Judge W. Turney Fox and delays for one week the counting of ballots to recall Mankiewicz.

Meanwhile, SDG plans a mass meeting of the membership, possibly for Sunday night to thrash out the situation. Mankiewicz was not a party to the court action today.

Plans Agency Bars Brooklyn Drive-In

Because of the possibility of traffic congestion, the New York City Planning Commission has rejected the application of Keystone Drive-In Theatres, Inc., for permission to construct a drive-in adjacent to Belt Parkway in Brooklyn.

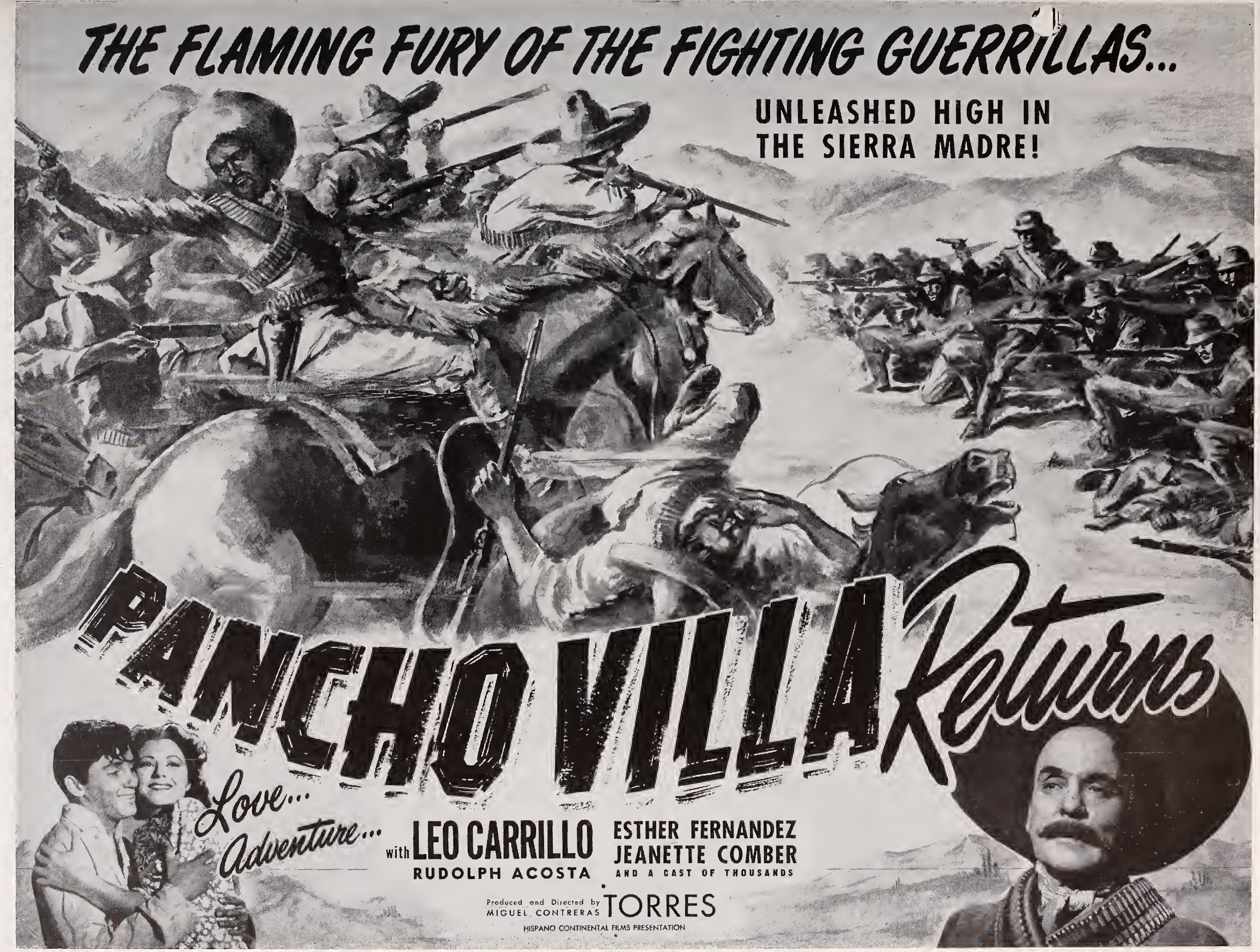
Meanwhile, the Commission has asked City Corporation Counsel John P. McGrath for a legal opinion on the question whether the Commission has jurisdiction over a drive-in which the Port of New York Authority has planned for the New York International Airport at Idlewild, Queens, which the Authority operates. The Authority has challenged the Commission's jurisdiction in this instance.

Philip Hyams Here On Product Hunt

Philip Hyams, chairman of Eros Films, Ltd. and veteran British exhibitor, is in New York from London to acquire American films for distribution by his British company. While here he will confer with Nate J. Blumberg, Universal president.

Farnol in PEA Post

Lynn Farnol, public relations executive, has been named publicity co-chairman, with Mrs. Dorothy Rodgers, of the Public Education Ass'n., of which William Nichols is president and Mrs. Samuel Lewisohn is chairman. PEA is a citizen's organization for public school education, founded 55 years ago.


THE FLAMING FURY OF THE FIGHTING GUERRILLAS...
UNLEASHED HIGH IN THE SIERRA MADRE!
PANCHO VILLA Returns
Love... Adventure...
with LEO CARRILLO
RUDOLPH ACOSTA
ESTHER FERNANDEZ
JEANETTE COMBER
AND A CAST OF THOUSANDS
Produced and Directed by MIGUEL CONTRERAS TORRES
HISPANO CONTINENTAL FILMS PRESENTATION

PRESENTED BY HISPANO CONTINENTAL FILMS, INC., 50 EAST 42 ST., N. Y., N. Y.

Opens Saturday, October 21, Rialto Theatre, Broadway

Herzog Here on FC Debts, Bank Talks

Karl Herzog, executive vice-president of Cinecolor Corp., has arrived in New York from Hollywood for conferences today with Irving Kaufman, creditor assignee for Film Classics in conjunction with the yet-to-be-completed merger of FC and Eagle Lion into Eagle Lion Classics. Kaufman has filed in New York Supreme Court a $500,000 action against EL, charging failure to pay off FC creditors in line with an alleged agreement.

Herzog said yesterday that Cinecolor is about to close its books for the fiscal year and is desirous of having Kaufman indicate what the company's prospects are for collecting what is owed by Film Classics.

Scheduled to remain here a full week, the Cinecolor executive will confer also with officials of the Chemical Bank and Trust Co. with a view to securing additional financing of the new "Super-Cinecolor" process. Herzog hopes to receive shortly from the Coast a print of the new process so he can screen it for bank officials.

He reported that 20th Century-Fox, Columbia and other producers already have made a number of pictures with the new "Super-Cinecolor," and additional pictures are being readied for the process. One of the first to be seen in "Super-Cinecolor" will be 20th-Fox's "Sword of Monte Cristo," Herzog said.

Stars, Critics At Royal Performance

LONDON, Oct. 16.—Irene Dunne, Tyrone Power, James Stewart, Marlene Dietrich, Ben Lyon and Bebe Daniels have been added to the celebrity list which will take part in the 45-minute stage show following the screening of 20th Century-Fox's "The Mudlark" at the Royal Command Performance in the Empire Theatre here on Oct. 30.

The American contingent will include the previously announced visits of Gloria Swanson, Claudette Colbert and Montgomery Clift. The stage show will be produced by Nat Karson. The stars will be entertained at a cocktail party at Londonderry House, Oct. 27, by Reginald Bromhead, president of the Cinematograph Trade Benevolent Fund, in whose aid the Royal Show is given.

London's Critics Circle will sponsor a banquet in Miss Swanson's honor and will also entertain New York newspaper motion picture critics who will come here for the performance as guests of 20th-Fox. The latter affair probably will be a supper at the Cheshire Cheese in Fleet Street.

Dryhurst to Coast On TV Film Deal

Edward Dryhurst, British film producer, will arrive here today from London on the S.S. *Caronia* en route to Hollywood to discuss several production deals, including one for a series of television shorts for an American sponsor.

He will leave for Hollywood by plane immediately following his arrival here, returning to New York in about two weeks for a brief stay before leaving for London.

Reject 'Boundaries' Test

(Continued from page 1)

The Court's action leaves in effect—at least until some other more successful attempt can be made—a 1915 decision that films are primarily a profit-making business and hence are not entitled to First Amendment protection.

The high court's action took the form today of refusing to review the decision of the Fifth Circuit Court of Appeals, which held, largely on the basis of the 1915 Supreme Court ruling, that the Atlanta censors had acted within their rights in banning the film "Lost Boundaries."

Producer Appealed

RD-DR Corp., producers of the film and now handling distribution as well, had appealed to the high court, arguing that films are entitled to protection under the First Amendment.

While the Supreme Court's refusal to review the Circuit Court decision is not quite as bad as things would have been if the high court had taken the case and then written an opinion upholding the 1915 ruling, nonetheless today's action, along with the high court's refusal last spring to hear a similar case involving the action of the Memphis censors in banning the Hal Roach film "Curley," was extremely discouraging to industry officials. They had confidently expected that the court would take the appeal, especially after Justice Douglas' remarks in the Paramount case, that while the First Amendment question was not before the court, he had no doubt that if it were, the court would hold that the First Amendment covered films along with newspapers and radio. Such a ruling from the Court now might have opened the way for court decisions striking down local admission taxes as well as local censorship laws.

The industry has several choices before it: It can forget about court action, and go back to its old policy of "living with" present censorship laws and fighting the enactment of new ones, or it can try again with another case like "Lost Boundaries," or it can look for what attorneys think would be an "airtight, perfect test case"—one in which an exhibitor played a film banned by the censors and was fined or imprisoned.

Believed Case Clear-cut

While there were extraneous legal technicalities which prevented last year's "Curley" action from being a clear indication of Supreme Court sentiment, it was believed that the "Lost Boundaries" case presented the issue squarely, and that no legal technicalities were involved which might explain away the high court's action and leave much hope for a different outcome in any similar case in the future.

In appealing to the high court, Judge Samuel Rosenman, for RD-DR Corp., had contended that "motion pictures remain the one medium of mass communication which is outside the protection of the First Amendment," and that "this case affords the court the opportunity to take the final and explicit step, clearly foreshadowed by its more recent decisions, which would bring motion pictures into their rightful place alongside other media of communication to which protection of the First Amendment is extended."

In reply, the Atlanta censors argued that "motion picture companies are primarily and fundamentally engaged in the business of entertainment for profit," and so cannot claim protection under the First Amendment. They said that the question had "already been unequivocally decided in the negative by this court in the case of *Mutual Film Corp. v. Industrial Commission of Ohio*, and the decision of the Circuit Court which it is now sought to review decides the question exactly in accordance with the decision of this court in that case."

Says Court's Refusal Does Not Preclude Further Efforts

While RD-DR Corp. now has the Supreme Court route closed to it, this does not preclude activity in other directions to secure showings of "Lost Boundaries" in Atlanta, it was asserted yesterday by Ambrose Doskow of the Samuel I. Rosenman law offices here, which have represented RD-DR in "Boundaries" litigation to date. He declined to amplify this assertion.

Doskow conjectured, however, that the Supreme Court may have refused to hear the case in the belief that it is one that would be better handled by state courts. The attorney believes that the high court's turning down of the "Lost Boundaries" case does not signify that the industry could not succeed in securing a hearing relative to bannings of other pictures in the future. Meanwhile, while RD-DR still has recourse to petitioning the high court for a rehearing, it was indicated that this will not be done or no decision has been made in this respect.

Will Try Again to Lick Censors: MPA

WASHINGTON, Oct. 16.—Kenneth Clark, director of information of the Motion Picture Association of America, said the U. S. Supreme Court's "Lost Boundaries" action "does not mean the end of the fight for freedom of the screen."

He pointed out that though film industry lawyers had regarded the Atlanta case as a clear test, the Atlanta censors had challenged the right of Rd-Dr Corp. to bring the appeal and that there was the bare possibility that this was the ground of the high court action rather than the basic issue. (Rd-Dr Corp. had answered that since the distributors of the film had gone out of business, it and it alone had the distribution rights and could bring the appeal.)

"We will try another case and another case and never give up until we at least have arguments before the Supreme Court and a definitive ruling," Clark declared.

The MPAA had been active in the unsuccessful appeal last year of the Memphis censor's ban of Hal Roach's "Curley," but it had taken no part in the "Lost Boundaries" appeal. However, had the Supreme Court agreed to hear the latter case, MPAA had planned to request leave to intervene on the side of the appellant.

'Voice' Holds 6th Week

HOLLYWOOD, Oct. 16. — M-G-M's "The Next Voice You Hear" is in its sixth week at the Four Star Theatre here.

Murphy Commends IndustryforCOMPO

HARTFORD, Oct. 16.—The comparatively newly-organized Council of Motion Picture Organizations is one of the best ideas the motion picture industry has had in a long time to combat sensationalized type of news stories concerning Hollywood and Hollywood personalities, according to George Murphy.

In New Haven for a press lun[illegible]on Murphy, speaking to some 30[illegible]necticut theatre managers and newspaper writers, declared that through COMPO the industry will be able to explain that the motion picture industry is just as normal as the next business, and, what is more, it is able to provide more entertainment than any similar amusement setup anywhere in the world.

Murphy visited New Haven as part of a nationwide tour to talk to theatre and newspaper people and discuss ways and means of combatting erroneous impressions of the film business.

Chief host at the luncheon was Harry F. Shaw, division manager of Loew's Poli-New England Theatres.

Myers, Cole, Mayer At Ind. Allied Meet

INDIANAPOLIS, Oct. 16.—Abram F. Myers, Allied States chairman and general counsel; H. A. Cole, Allied director, and Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, will be the principal speakers at the annual convention of Allied Theatre Owners of Indiana to be held at the Lincoln Hotel here on Nov. 13-14.

The convention will feature regional film buying clinics for special types of theatres, patterned after the sessions which proved popular at the recent Allied national convention.

The Indiana convention will adjourn early on Nov. 14 to permit delegates to attend the industry testimonial to Trueman Rembusch, president of national Allied and Allied of Indiana, and Marc Wolf, chief barker of Variety Clubs International. Both are Indianapolis men.

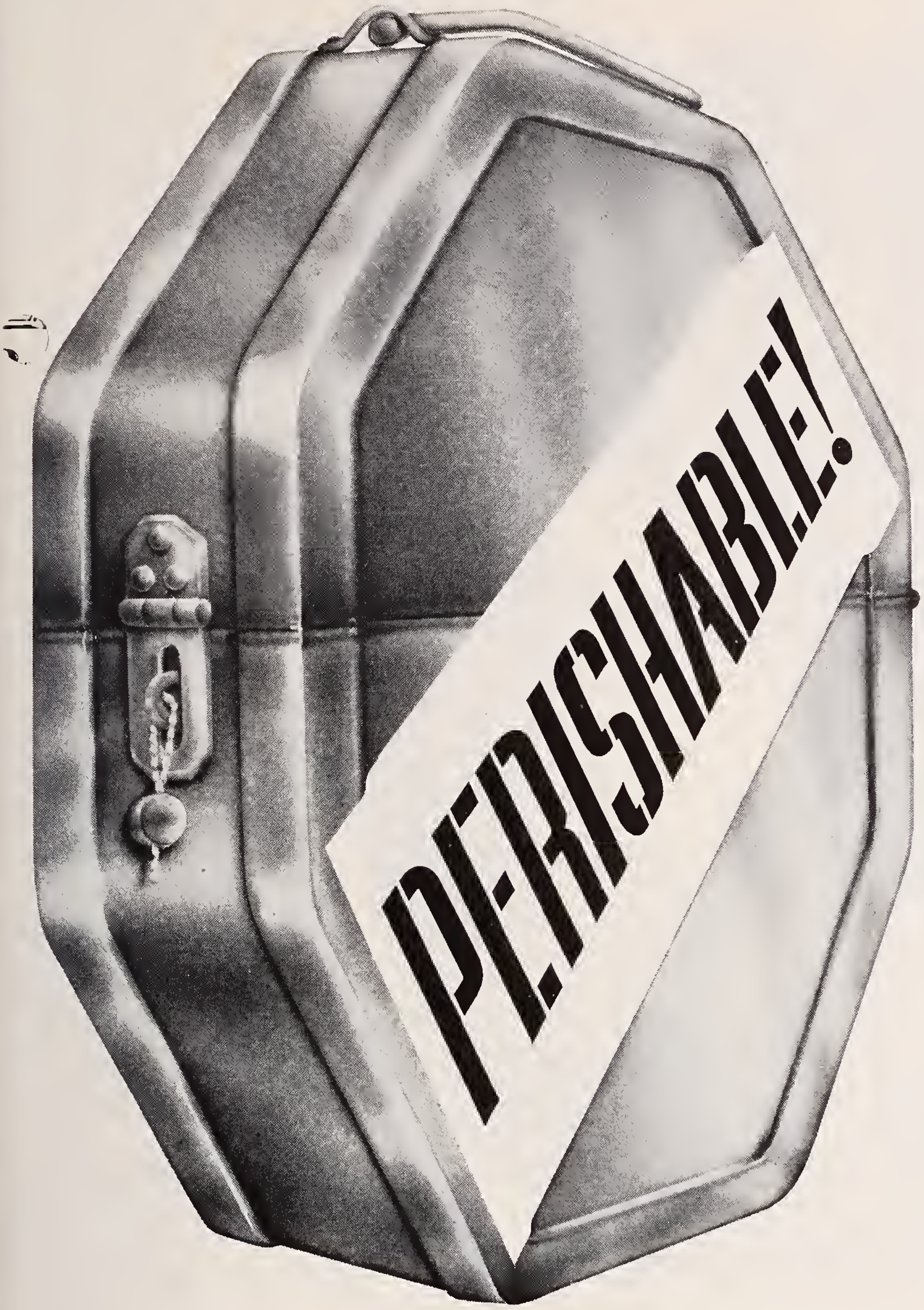
N.J. Allied Beefsteak Dinner November 14

The annual beefsteak dinner of Allied Theatre Owners of New Jersey has been set for Nov. 14 at the Ritz Restaurant, Passaic, it was announced here yesterday by Wilbur Snaper, organization president. Scores representing both exhibition and distribution in this area have been invited to attend.

The affair is given each year by New Jersey Allied to ecourage good fellowship among exhibitors and distributor representatives, and organization "business" is usually ruled out. This year, however, the Allied members will take time out briefly from the festivities to conduct a meeting on more or less urgent business affairs, Snaper indicated.

Autry to Pour

Gene Autry will be host to the press at a cocktail party at the Hampshire House here today.


PERISHABLE!

That's what you're selling, brother! . . . PERISHABLE merchandise!

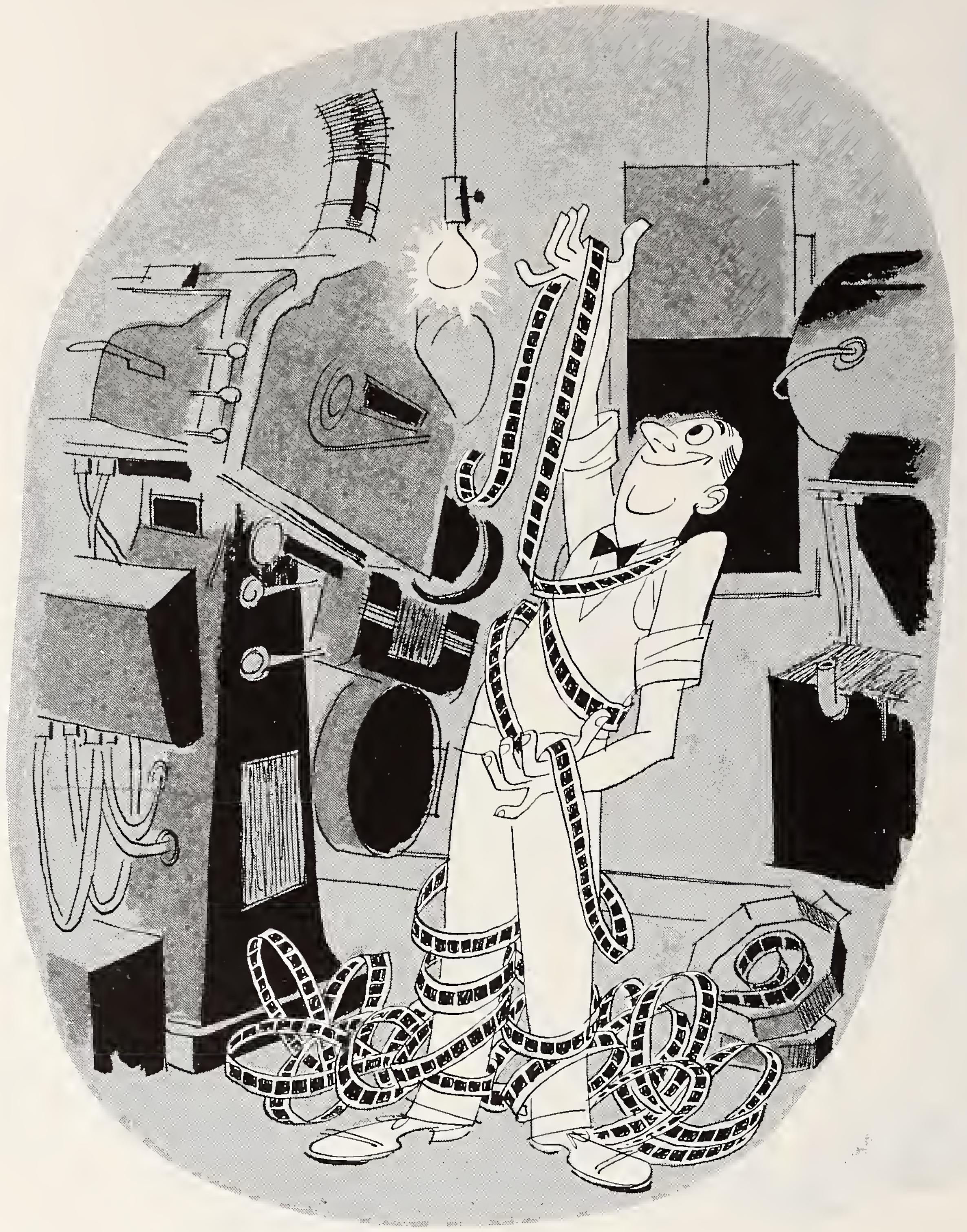
That can of film is an hour or two of sensational entertainment! . . . a DAY or a WEEK of *Big* Box Office Business . . . the heart and soul of your theatre . . . BUT . . . like a quart of milk . . . a pound of butter . . . or a freshly caught fish . . . you've got to SELL it *FAST!* . . . or reduce its value!

You've got to reach your patrons RIGHT AWAY . . . in their HOMES . . . on the STREET . . . in FRONT of your THEATRE . . . IN your THEATRE . . . wherever they may be . . . and TELL them NOW . . . and TELL them OFTEN . . . about this GREAT ENTERTAINMENT . . . that's HERE *today* . . . and *gone* TOMORROW!

So DON'T DELAY, brother! Start telling them in that powerful, seat-selling way . . . that has made Motion Pictures a *great* and *wonderful* industry.

Tell 'em with SHOWMANSHIP!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



"I just can't wait to see the newest FOX MOVIETONE NEWS!"

and projectionist Joe McGlonnick is no exception — the paying customers, too, go for the best in well-rounded programming — a 20th Century-Fox picture and "Top o' the News" Movietone News.

FOX
MOVIETONE
NEWS

There's No Business Like 20th Century-Fox Business!

FILE COPY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VO[illegible]. NO. 75 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 18, 1950 TEN CENTS

British Film Men Balk At ForcedBidding

Answer Plant Report's Bid for Trade Reforms

By PETER BURNUP

LONDON, Oct. 17.—Competitive bidding is opposed by industry members of the Films Council as an antidote for circuit domination of film buying and other trade practices criticized in the government's Plant Report.

The trade committee of 15 members, with a lone dissenter, delivered its lengthy suggestions for implementation of the Plant Report and they will be published by the Board of Trade tomorrow as a White Paper.

The trade document accepts the main Plant contention, namely, that distribution and exhibition practices

(*Continued on page 7*)

States Equipment, Film Shortages Delay Color Video

LAKE PLACID, N. Y., Oct. 17.—Shortage of color films and the unavailability of broadcasting equipment for color films will make it difficult, if not impossible, initially for television stations independent of the networks to operate under the recently adopted Columbia Broadcasting System's mechanical color system, according to Dr. Thomas T. Goldsmith, Jr., director of research for the Allan

(*Continued on page 3*)

Four Sue to Halt CBS Color System

Radio Corporation of America, National Broadcasting, RCA Victor Distributing Corp. and Pilot Radio yesterday filed for Federal Court injunctions to suspend the Federal Communication Commission's approval of the Columbia Broadcasting method of color television to the exclusion of all other color systems.

The first three filed complaints in U. S. District Court in Chicago, asking for a temporary injunction pending a hearing for a permanent injunc-

(*Continued on page 3*)

Canadian Industry Offers Services To Government for Defense Program

Toronto, Oct. 17.—As national chairman of the Motion Picture Industry Council of Canada, J. J. Fitzgibbons has written Trade Minister C. D. Howe to offer the services of the film-entertainment business to the Canadian government in its defense program.

In giving assurance of the support of the trade, Fitzgibbons pointed out that the Industry Council would function, in any desired requirement, in much the same manner as the Canadian Motion Picture War Services Committee in the last war.

Fitzgibbons, who is president of Famous Players Canadian Corp., was chairman of the previous War Services Committee and received a decoration from King George V in recognition of his leadership.

Agenda Is All Ready for Variety Meeting Friday

When Marc Wolf, Chief Barker of Variety Clubs International, on Friday morning opens the fourth annual mid-year Variety conference in the William Penn Hotel in Pittsburgh, he will launch an agenda of at least a dozen top subjects and reports to be discussed and acted upon by 37 tent representatives and international officers, as follows:

Further ratification of the Variety Club participation in COMPO; Variety Club support of the industry's war activities program; sponsorship of "Brotherhood" luncheons in cooperation with the National Conference of Christians and Jews; continuation of the Variety Club deal with AGVA making available talent for the many

(*Continued on page 3*)

Ask France to Free Earnings

WASHINGTON, Oct. 17.—The Motion Picture Association, with State Department backing, today asked the French government to ease its regulations for transfer of film company earnings accumulated before June, 1947.

MPAA president Eric Johnston, assistant Joyce O'Hara, and a top State Department official made the request in a call today on the French finan-

(*Continued on page 7*)

BlumbergExtending U's 'Global' Program

Carrying forward Universal-International's program of "global showmanship," N. J. Blumberg, Universal president, will make regular trips abroad for meetings with U-I foreign managers, advertising and publicity executives and exhibitor groups. The second such trip this year is set for

(*Continued on page 6*)

Gins and Blum Are Promoted by Scully

The promotion of Joseph Gins to the post of Universal branch manager in Washington and the elevation of William Blum to the position of branch manager in Cincinnati was announced here yesterday by W. A. Scully, sales vice-president. Gins succeeds H. J. Martin, who was promoted to manager in Philadelphia, replacing George Schwartz, who resigned. Blum succeeds Gins.

Will Expand ELC Ad Budget for TV

Eagle Lion Classics' advertising department "experimented" with promotions on television in conjunction with the recent opening in Chicago of "Destination Moon," and the results revenue-wise at the Roosevelt Theatre there were so gratifying that ELC advertising-publicity director Leon L. Brandt will apply for an expanded general advertising budget to accommodate video trailers and TV announcements.

Brandt said that in consequence of

(*Continued on page 6*)

Charles R. Rogers in Deal with Columbia

HOLLYWOOD, Oct. 17.—Charles R. Rogers, whose last product was released by United Artists, is closing a deal with Columbia under which he will produce "Son of Dr. Jekyll and Mr. Hyde," starring Louis Hayward.

20th-Fox Ends Start-of-Show Policy on 'Eve'

Too Many Turned Away; 'Can't Change Habits'

The "scheduled performances" policy for 20th Century-Fox's "All About Eve" will be terminated at the Roxy Theatre here on Friday, the company announced yesterday, and will not be required elsewhere the picture is shown.

The decision was made yesterday after four full day's experience with the policy which prohibits seating of patrons after the start of the feature. Tickets for specific performances were sold in advance, there were 30-minute "breaks" between shows to clear the house, and single featuring of the picture was to have been compulsory.

Business at the Roxy for all scheduled performances was excellent but, as the company stated in its announcement, you can't break by one engage-

(*Continued on page 6*)

Theatre Building Curbs Expected Now by Year's End

WASHINGTON, Oct. 17.—The question of when and how to curb nonessential construction is to be taken up tomorrow at a meeting of government officials and building industry spokesmen.

A top official of the National Production Authority, agency which will administer such a control if and when it is invoked, said he "wouldn't be surprised" now if building curbs of

(*Continued on page 7*)

Jessel Heads Stars At Pioneers Dinner

George Jessel, motion picture producer and toastmaster, will head a Hollywood delegation of stars who will come to New York to attend the Mid-Century Dinner of the Motion Picture Pioneers at which Spyros P. Skouras, president of 20th Century-Fox, will be honored as the "Pioneer of the Year." The dinner will be held on Nov. 16 in the Waldorf-Astoria.

In addition to Jessel, guests at the dinner will include Bernard Baruch,

(*Continued on page 3*)

Personal Mention

CHARLES SCHLAIFER, president of the Charles Schlaifer advertising agency, is in Topeka, Kan., from New York to attend the annual meeting of the Board of Governors of the Menninger Foundation.

•

Harry Smith, Jr., formerly of the old Motion Picture Producers and Distributors of America and the Society of Motion Picture Engineers, has been named executive secretary of the Middletown, Conn., Chamber of Commerce.

•

Eric Johnston, president of the Motion Picture Association of America, and Edward Cheyfitz, his assistant, plan to leave Washington for Hollywood about Nov. 18.

•

Carter Barron, Loew's Eastern district manager, has returned to his Washington office after a two-week hospital rest. He will resume his full schedule gradually.

•

Charles Boasberg, RKO Radio North-South sales manager, and William Zimmerman of the legal department left here yesterday for Dallas.

•

Norton Ritchey, president of Mongram International, is scheduled to arrive here from London by plane today, completing an around-the-world business trip.

•

Murray Silverstone, president of 20th Century-Fox International, has left London for a tour of the Continent from which he will return to London Oct. 26.

•

W. E. Carrell, head of the Falls City Theatre Equipment Co., Louisville, has returned to that city from Chicago.

•

Albert M. Pickus, owner of the Stratford Theatre, Stratford, Conn., has been named chairman of the Crusade for Freedom for his area.

•

William M. Pizor, Lippert Productions vice-president, has left here for a six-week tour of Europe.

Toumey Quits Post With Goldwyn Here

William Toumey has announced his resignation as Eastern director of advertising and publicity for Samuel Goldwyn Productions in order to establish a public relations and merchandising service.

Toumey will begin immediately special release production work on J. Arthur Rank's "They Were Not Divided," in addition to some non-industry accounts.

To Film 'Barbara Worth'

Samuel Goldwyn has signed Dana Andrews to star in a re-make of Harold Bell Wright's "The Winning of Barbara Worth."

TOA Unit to Press For 100% Acetate; Sees Many Benefits

A committee will be appointed at the Oct. 30-Nov. 2 Mid-Century Theatre Owners of America Convention in Houston to confer with producers and distributors in behalf of a program to bring about the early complete elimination of nitrate film.

Making this disclosure here yesterday, TOA executive director Gael Sullivan asserted that with the elimination of nitrate film and its replacement with safety film "there would be many benefits accrue to theatre operators."

Said Sullivan: "When only safety film is used in theatres there should be a reduction in insurance rates on theatres; building code regulations should be less stringent, and many of the restrictions on handling and shipping film should be removed.

"Unfortunately, none of these benefits may accrue until complete replacement has been made, and nitrate film is eliminated from use in all theatres. We are of the opinion that authorities will be reluctant to give recognition to partial replacement.

"At the present time a large proportion of all positive film manufactured in the United States is of the safety type.

"However, newsreels, some color film, trailers, foreign prints of foreign films, and some U. S. release prints are still being supplied on nitrate film.

"Our preliminary study of the subject shows there is not as yet, in this country, sufficient capacity for production of safety film to take care of all needs."

The full Theatre Owners of America committee in charge of arrangements for the organization's Oct. 30-Nov. 2 Mid-Century Convention in Houston will meet in that city on Saturday with convention chairman Robert J. O'Donnell to put a number of final touches on preparations for the event.

$30,000 Mail Order Sale for 'Cyrano'

An advance mail order sale of $30,000 for the roadshow engagement of Stanley Kramer's "Cyrano de Bergerac," opening at the Bijou Theatre here on Nov. 16, was reported yesterday by Myer P. Beck, vice-president of Stanley Kramer Distributing Corp.

The mail orders to date resulted in the sell-out of eight performances, mostly to school and club groups. Boxoffice sale of tickets does not start until Oct. 24.

Autry Host to Press

Gene Autry and Mrs. Autry were hosts to the press at a reception given at the Hampshire House here yesterday.

Among those attending were George Delacorte of Dell Publications; William Cotten, Ideal Publications; Roy Hodges, *American Magazine*; George Crandall, Columbia Broadcasting; Florence Summers, *Redbook*; and Arthur Schmidt, Columbia Pictures.

SAG-TVA Tilt to NLRB on Oct. 25

Hollywood, Oct. 17. — First formal National Labor Relations Board hearing of the jurisdictional disput between the Screen Actors Guild and the Television Authority will be held here on Oct. 25, when arguments will be presented to NLRB officer Daniel J. Harrington in connection with SAG's request for an election and certification as the exclusive bargaining agent for film actors regardless of whether the films are shown in theatres or on television.

The SAG petition was opposed by the TVA, which will be heard as an intervenor.

SWG Asks Change In 'Loyalty Oath'

Hollywood, Oct. 17.—The Screen Writers Guild's board of directors, in a four-hour session last night, sidestepped any public decision or comment on a "loyalty oath" as promulgated by the Motion Picture Industry Council and Motion Picture Alliance, but instructed its members on MPIC to work for a re-wording of the three-part pledge.

Feeling of individual board members was that the oath should be voluntary, not compulsory, and that framing it should be done in such a manner as to remove any indirect onus attached to the statement.

SWG delegates to the MPIC are Valentine Davies, Karl Tunberg, Arthur Sheekman, Richard Murphy and Allen Rivkin.

MPIC will meet tomorrow night to consider its own bylaws, plus the oath controversy.

Entertainment Field Holds 'Freedom' Meet

A midnight rally was held last night of some 1,700 members of the entertainment industry at the Majestic Theatre here in support of the Crusade for Freedom campaign to answer "the big lie of Communism with the big truth of freedom."

The rally marked one of the high points of "Entertainment Week for Freedom," which began Monday, and during which time, theatrical unions, managers, actors, producers, theatre operators and others in the industry will support the Crusade's drive to secure millions of signatures to "Freedom Scrolls' which affirm the belief in "the sacredness and dignity of the individual."

'Trio' Grosses $19,600

J. Arthur Rank's "Trio," being released in the U. S. by Paramount, grossed $19,600 for its first week at the Sutton Theatre here, surpassing the house's previous high held by "The Fallen Idol," according to the Sutton's Clem Perry, who predicts that "Trio" will run longer at the theatre than the 33 weeks set by "Quartet."

Newsreel Parade

THE meeting between President Truman and Gen. MacArthur is highlighted in all newsreels. Other items include the battleship USS Missouri *in action, football and fashions. Complete contents follow:*

MOVIETONE NEWS, No. 84—President Truman meets Gen. MacArthur at Wake Island. United Nations drive gains in Korea. News from the sports world: football highlights.

NEWS OF THE DAY, No. 214—[illegible]toric meeting between President Truman and Gen. MacArthur. *"Big Mo"* blasts Reds. Sport news: football highlights.

PARAMOUNT NEWS, No. 17—President Truman and Gen. MacArthur meet at Wake Island. Fashions. Battleship *USS Missouri* in action. Churchill in Denmark. Football.

TELENEWS DIGEST, No. 42-A—President Truman meets Gen. MacArthur. Korea report. Thomas Dewey talk. Argentine quintuplets. Columbus Day parade. Tennis.

UNIVERSAL NEWS, No. 396—President Truman and Gen. MacArthur meet. "Harvey" has press preview. Football games of the week.

WARNER PATHE NEWS, No. 122—Historic meeting between President Truman and Gen. MacArthur. United States and France in armed pact talks in Washington. Churchill in Denmark. Fashions. Football.

'No Way Out' Gains Extra Playing Time

Thirty-six extra weeks of playing time have been garnered for 20th Century-Fox's "No Way Out" in its recent engagements in key situations, the company reported here yesterday. It has been held-over at Washington in the Lincoln, Palace and Playhouse; Chicago, Grand and Woods; San Francisco, United Nations and Fox; Salt Lake City, Villa and Uptown; Oakland, Orpheum and Fox; Detroit, Fox; Philadelphia, Fox; Toronto, University, Nortown, and Eglinton; Cincinnati, Capitol; Pittsburgh, Harris; Cleveland, Hippodrome and Allen.

Situations in which the film has been on a moveover basis include Washington, Booker and Columbia; Salt Lake City, Rialto; Oakland, Tower and Grand Lake.

Society to Honor Jack L. Warner

Jack L. Warner has been awarded the 1950 "Certificate of Appreciation" by the National Society for Crippled Children and Adults for "outstanding and meritorious service to crippled children in the United States," the Society announces. Certificates to Warner and to the three other persons, Mrs. Alben Barkley, wife of the vice-president; Gardner Cowles, *Look Magazine* head, and Ward Greene, King Features head—will be presented at the Society's national convention in Chicago on Oct. 27.

Hirshfeld Drawings For MGM Features

Al Hirshfeld, artist and caricaturist, has been signed by M-G-M to an exclusive arrangement for a series of caricatures on M-G-M's top productions, it was reported here yesterday by Howard Dietz, the company's advertising-publicity vice-president.

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Phonevision Tests Now Set for Nov. 1

Washington, Oct. 17.—The Federal Communications Commission today gave Zenith Radio Corp. another 30 days in which to start its Phonevision tests in Chicago.

The tests now are slated to start Nov. 1 and run through Jan. 29. The previous date [illegible] by the FCC for the start [illegible] the 90-day test period was Oct. 1, but Zenith asked for a postponement to line up more film, and the Commission today granted the request.

CBS Color System

(*Continued from page* 1)

tion, according to an announcement by RCA here.

Pilot, a 31-year-old Long Island City radio and television set manufacturer, applied in Federal Court in Brooklyn for an injunction and hit the FCC ruling in a 12-page complaint.

The complaint filed in Chicago charged that the FCC order of Oct. 10 adopting the color video method promoted by CBS will result in irreparable injury and damage to the public, which has more than $2,000,000,000 invested in television sets; to the nation's telecasters with their huge investments, and to the television manufacturing and distributing industry. Pilot also claimed the TV market is subject to injury as a consequence of the FCC ruling.

'Improved' RCA Color System To Be Demonstrated Dec. 5

Stating that "substantial improvements" have been made in RCA's color television since the system was demonstrated in Washington on March 30, E. C. Anderson, vice-president in charge of RCA's commercial department, announced here yesterday that the company will show the "latest improvements in its compatible all-electronic, high-definition color television system" in a series of demonstrations to begin on Dec. 5 in Washington.

TBA Asks FCC for 70 New Television Channels

WASHINGTON, Oct. 17—The Television Broadcasters Association today asked the Federal Communications Commission to open the entire ultra-high frequency band to commercial television, giving 70 new channels to TV instead of the 42 proposed by the FCC.

Testifying in the second round of the Commission's comprehensive TV hearings, John Preston, chief allocation engineer for ABC and spokesman for the TBA, said such a plan would mean at least four stations for each of the 140 largest cities in the U. S.

McDonald Expresses Hope for Skiatron

CHICAGO, Oct. 17.—Commander E. F. McDonald, president of Zenith Radio Corp., sees high hope in television station WOR-TV's scheduled experimental tests of the Skiatron System of pay-as-you-see television, as a means of getting a home box-office for TV.

Review

"The Texan Meets Calamity Jane"

(*Columbia*)

CINECOLOR and a few spurts of action are about all that this Andc Lamb production has to offer on the credit side. Written, produced and directed by Lamb and starring Evelyn Ankers and James Ellison, "The Texan Meets Calamity Jane" is an almost amateurish effort that never makes the grade. While there obviously is no need to apply super-critical standards to a small-budget western which finds its market regardless of artistic values, this picture nevertheless is weak even when judged from that limited point of view. Miss Ankers plays Calamity Jane as if she never had seen a gun before; Ellison has a colorless part and Ruth Whitney appears to be thoroughly ill-at-ease before the cameras. Lee (Lasses) White stumbles through some humorless humor which may get a few laughs.

Barely sustaining the action, the plot consists in the main of a stagecoach racing up and down a winding road, a couple of chase scenes and occasional exchanges of gun fire. Evelyn stands to lose her bar which, she claims, someone willed to her before he died. Villain Jack Ingram produces a relative of the deceased and a lawyer to swindle her out of her property. Lawyer Ellison takes a liking to Evelyn and switches sides. The relative, Miss Whitney, who loves Ellison, in the end produces letters showing Evelyn's right to the inn. In the end, Ellison finds he loved Miss Whitney after all and Evelyn returns to mourn at the grave of "Wild Bill" Hickok.

Running time, 71 minutes. General audience classification. November release.

Costs on Agenda of Kentucky Meeting

LOUISVILLE, Oct. 17.—The Kentucky Association of Theatre Owners will meet here at the Brown Hotel tomorrow to begin its two-day fifth annual convention facing even greater exhibitor problems, than they have had to cope with at prior conventions.

One of the main issues to be discussed will be the extremely high cost of operation, with a noticeable decline in box office receipts. Another prominent phase of the meetings will be a discussion of the effect of television on grosses. Other measures which will no doubt be discussed are clearances, competitive bidding and film rentals.

Equipment Shortages

(*Continued from page* 1)

B. DuMont Laboratories. Goldsmith made these remarks following the delivery of a paper on Television Film Recording at the second day of the 68th semi-annual convention here of the Society of Motion Picture and Television Engineers.

Present day television stations, and particularly those operating independently of the big networks rely heavily on motion picture films for their programs, Goldsmith pointed out. They will, he declared, find it virtually impossible to obtain color films suitable for this purpose, if and when they begin transmitting programs in color because of the shortage of such films. Only 15 per cent of the entire supply of film is in color, he added, pointing out that even black-and-white films are in short supply.

Discussing necessary equipment, Goldsmith pointed out that there is none presently available which would permit stations to transmit color.

In another convention talk, Richard H. Ranger of Rangertone, Inc., disclosed a new motion picture sound recording technique.

Additional officers of the SMPTE newly-elected include: Fred T. Bowditch, engineering vice-president, Ralph B. Austrian, financial vice-president, and Frank Cahill, treasurer.

A new board of governors who will also take office on Jan. 1, include: William B. Lodge, CBS; Oscar F. Neu, Neumade Products; Frank E. Carlson, GE, Nela Park; Malcolm G. Townsley, Bell and Howell; Thomas T. Moulton, 20th Century-Fox, Hollywood; Norwood L. Simmons, Eastman Kodak; Lloyd Thompson, Calvin Co.

Interrante Loses Percentage Motion

SCRANTON, Pa., Oct. 17.—U. S. Judge Murphy has denied motions by an exhibitor defendant to dismiss the complaints in five distributor percentage actions. The motions were based on alleged legal insufficiency, lack of jurisdiction, illegality and other grounds.

The suits, recently brought by Warner, United Artists, RKO, 20th Century-Fox and Paramount against Austin Interrante in U. S. District Court, involve the Rowland Theatre in Philipsburgh. The court also denied the exhibitor motions for a more definite statement of the claims.

Variety Meeting

(*Continued from page* 1)

fund-raising affairs of local tents; participation of the Clubs in the various national charity drives; consideration of applications for charters from Las Vegas and Japan.

Also, a report of the executive director on progress of organizing clubs in the remaining four exchange areas, i.e., Seattle, Portland, Kansas City and New Orleans; reports from the international officers including the semi-annual financial report of the Dough Guy; further expansion of the Clubs' various philanthropies; continued support of the Variety Clubs—Will Rogers Hospital at Saranac Lake; and a preliminary report on the International convention scheduled for Philadelphia next May by Victor Blanc, general chairman for the convention for the Philadelphia tent.

In addition to Wolf, the following International officers will attend:

John H. Harris, Pittsburgh; Jack Beresin, Philadelphia; Charles P. Skouras, Los Angeles; George Eby, Pittsburgh; Murray Weiss, Boston; Chick Lewis, New York; James G. Balmer, Pittsburgh; Nathan D. Golden, Washington; W. H. Lollier, Los Angeles; Carter Barron, Washington; Sam J. Switow, Louisville; William McCraw, Dallas; A. K. Rowswell, Pittsburgh.

Pioneers Dinner

(*Continued from page* 1)

David Sarnoff, Eric Johnston, Greek Ambassador Dr. Aathanasios G. Politis and His Eminence the Archbishop Michael, head of the Greek Archdiocese of North and South America.

NEWS in Brief . . .

AS a tribute to Bernard G. Kranze, Eagle Lion Classics general sales manager, two weeks beginning Nov. 25 have been designated in the current ELC "Bill Heineman Drive" as "Bernie Kranze Weeks," it was announced by Milton E. Cohen, Eastern division manager and drive captain.

•

HARTFORD, Oct. 17.—Herman M. Levy, executive secretary of the Motion Picture Theatre Owners of Connecticut, has been appointed by Governor Bowles to serve on a 16-man committee to handle statewide arrangements for observance of United Nations Day, Oct. 24.

Levy has offered time for UN motion picture shorts during the week of Oct. 22 to 27 in Connecticut theatres.

•

CHICAGO, Oct. 17.—A new Loop art theatre, The Ziegfeld, formerly the Studio, will open late in November, according to the owners, Lopert Films, Inc., of New York. Lopert also operates the Playhouse Theatre in Washington.

Mayer, Rembusch to Address Wisc. Allied

MILWAUKEE, Oct. 17. — Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, Trueman Rembusch, national Allied president, and Abram F. Myers, Allied general counsel, will be among the speakers at the Wisconsin Allied annual convention, to be held here Oct. 30-Nov. 1.

The second day of the convention will be devoted to drive-in theatres, with S. J. Goldberg of Wausau leading an open forum discussion.

Drive-in Session At Ohio ITO Meet

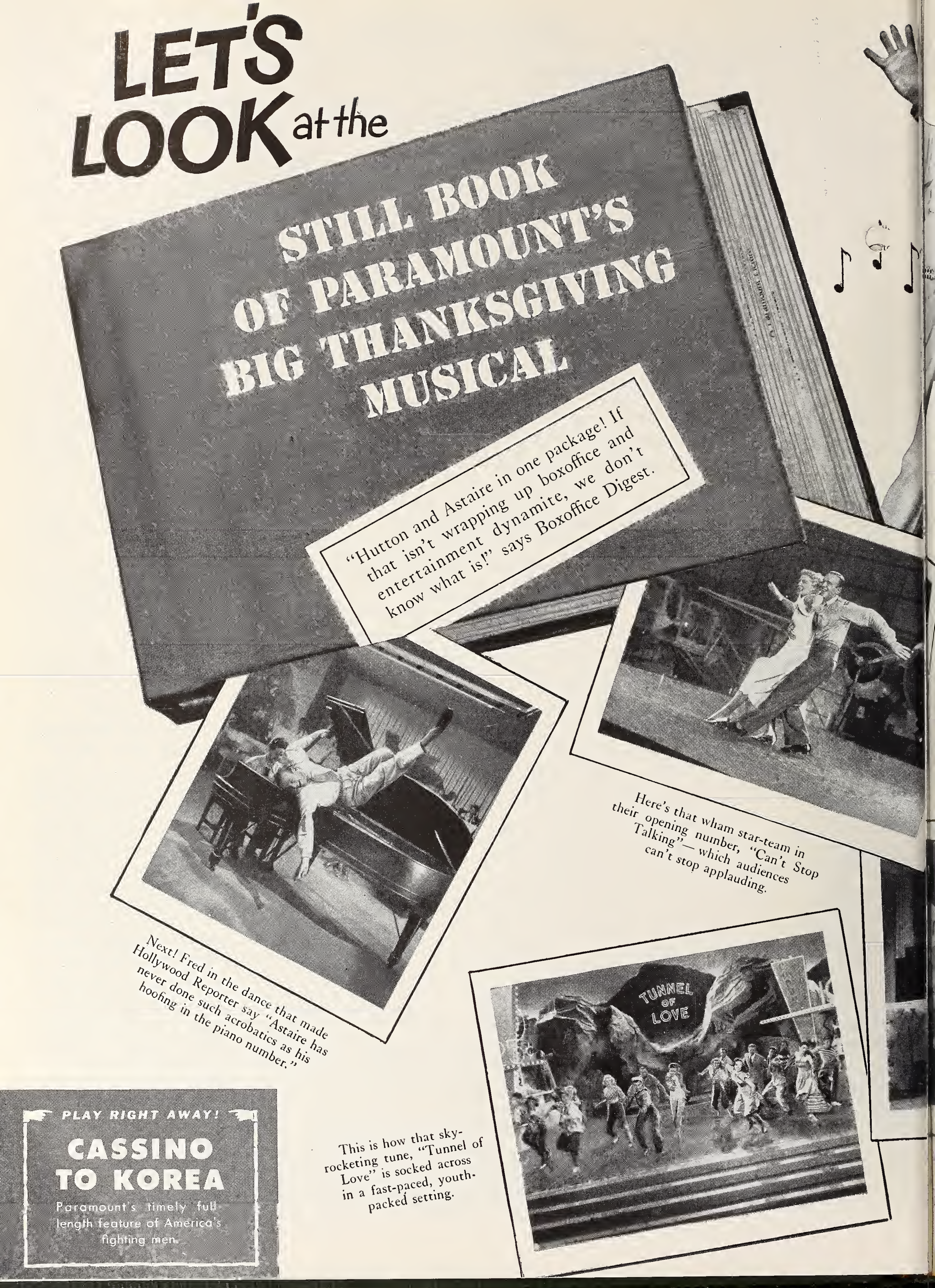
COLUMBUS, O., Oct. 17.—Business sessions for drive-ins and another for small-town and subsequent-run exhibitors have been scheduled for Nov. 14 at the convention of the Independent Theatre Owners of Ohio at the Netherland-Plaza Hotel, Cincinnati. General business session will be held Nov. 15. Entertainment at the convention will include a party at the Beverly Hills Country Club on Nov. 14 and the annual banquet on Nov. 15.

Mayer, Snaper Meet Today on War Plan

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, and Wilbur Snaper, chairman of COMPO's Exhibitors Committee for Participation in the Government's Defense Program, will confer here today on the nature of the work to be undertaken by the Committee.

It is expected that Snaper will call a meeting of the group for an early date. Members of the Exhibitors Committee include Harry Brandt, Walter Brecher, H. V. (Rotus) Harvey and Gael Sullivan.

LET'S LOOK at the



STILL BOOK OF PARAMOUNT'S BIG THANKSGIVING MUSICAL

"Hutton and Astaire in one package! If that isn't wrapping up boxoffice and entertainment dynamite, we don't know what is!" says Boxoffice Digest.

Here's that wham star-team in their opening number, "Can't Stop Talking"—which audiences can't stop applauding.

Next! Fred in the dance that made Hollywood Reporter say "Astaire has never done such acrobatics as his hoofing in the piano number."

This is how that sky-rocketing tune, "Tunnel of Love" is socked across in a fast-paced, youth-packed setting.

PLAY RIGHT AWAY!

CASSINO TO KOREA

Paramount's timely full length feature of America's fighting men.

BETTY
HUTTON and FRED ASTAIRE

in

LET'S DANCE

COLOR BY TECHNICOLOR →

(Two little words Fred says to that "Annie" gal)

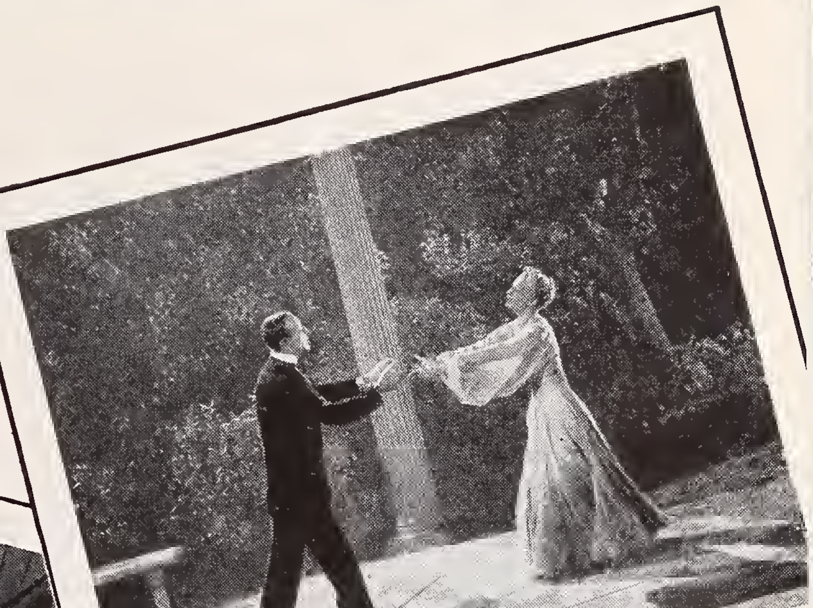
with

ROLAND YOUNG · RUTH WARRICK
LUCILE WATSON · GREGORY MOFFETT

Produced by ROBERT FELLOWS · Directed by NORMAN Z. MC LEOD

Screenplay by Allan Scott • Additional Dialogue by Dane Lussier

SONGS!
"The Hyacinth"
"Why Fight The Feeling"
"Oh Them Dudes"
'Can't Stop Talking"
"The Tunnel Of Love"
"Jack And The Beanstalk"



And this is Betty's big number, "Why Fight The Feeling," the romantic climax so spectacularly rendered in color by Technicolor.

ok at Fred fascinate 6-year
old Gregory Moffett with
k and the Beanstalk" song-and-
ance. *Everybody* will love it.

"'Oh Them Dudes' will have spectators hysterical with laughter!" raves Showmen's Trade Review. It's another of the 6 Frank Loesser song hits.

End Scheduled Performances

(*Continued from page* 1)

ment "the half-century-old habit of patrons going to the movies when they like, at the hours most convenient to them, or on the impulse of a moment."

The half-hour breaks between shows, during which no one was admitted to the theatre, were particularly costly to the big Broadway show house. The huge "drop-in" trade on the Main Stem at all hours simply refused to wait. They went instead to the theatre down the block or across the street. Managers of other Broadway theatres attributed improved business at their houses in large part to the numbers turned away by the Roxy.

Moreover, the policy proved costly and difficult to sell and explain to the public. Despite extensive advertising in New York newspapers, thousands of patrons demonstrated by their behavior at the Roxy ticket windows that they had failed to understand what it was all about.

Following is 20th-Fox's complete statement on its abandonment of the policy for "All About Eve":

"Twentieth Century-Fox today announced that it will permit showings of Darryl F. Zanuck's "All About Eve" on a continuous performance basis throughout the country.

"The decision to release the picture generally on a regular continuous showing basis was made after study of the experimental test engagement at the Roxy Theatre in New York. Though the picture has been playing to excellent business, the demands from the public through letters, telephone calls and at the theatre for regular showings has forced a reversion to continuous performances.

"It was therefore apparent to the company that movie-going habits of 50 years could not be changed by one engagement, and the half-century habit of patrons going to the movies when they like, at the hours most convenient to them, or on the impulse of a moment, is a very strong one. The company, however, still regards the 'scheduled performance plan' as a workable one believing that all pictures would benefit if patrons saw them from the start. This was the basis of the original plan when the company decided that because of the unique entertainment presented in 'All About Eve' it should be seen from the beginning.

"Therefore, in order to give exhibitors the opportunity to enjoy the fullest possible business on this picture, which has been receiving the most glowing praise accorded any production ever presented, 20th Century-Fox will permit the showing of 'Eve' on a regular policy basis.

"It has always been 20th Century-Fox's policy to cooperate with its exhibitor customers and to be guided by their requirements and showman instincts. The change of policy on 'All About Eve' is regarded by the company as another milestone in its above-board relationship with its customers. This attitude has time and again been manifested by the company. It was apparent at the 'Showmanship Conference' which the company conducted in Chicago and throughout the country last March, and is part of the continuing practice whereby the company, its president, and general sales manager are constantly in touch with exhibitors seeking their advice as to how its service can be improved to assist exhibitors in increasing motion picture attendance for the benefit of the entire industry.

"The Roxy Theatre will revert to the continuous policy beginning Friday morning, Oct. 20."

ELC Ad Budget

(*Continued from page* 1)

the Chicago experiment he has concluded that "film advertising executives who do not realize the value of television as an advertising medium are remiss in their duties."

The Chicago "Destination Moon" campaign on TV, which did not include trailers, got underway four weeks in advance of the Roosevelt opening and ultimately attained "blanket" proportions, Brandt said. Stills were used and so were disc jockey "plugs" and a wide variety of other promotions over TV. In future TV campaigns, Brandt said, "we will have 55-second trailers of individual sequences from a picture."

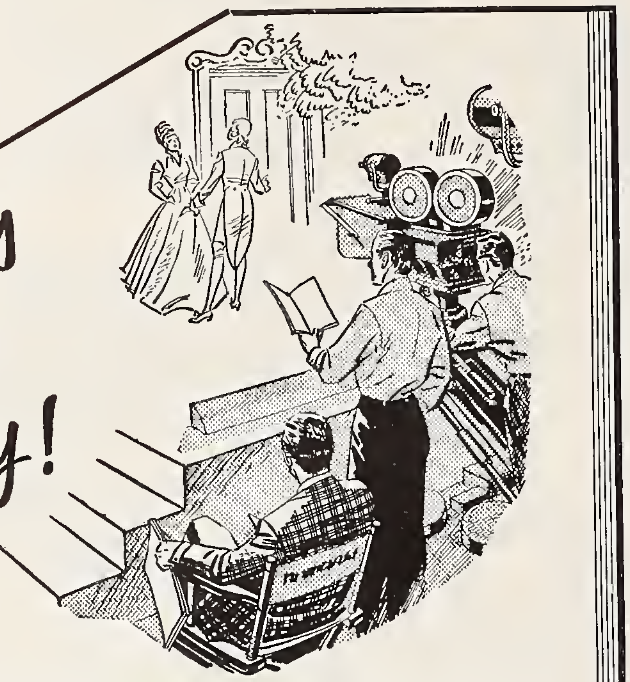
To Brandt trade paper advertising "is an important phase of advertising budget, and the style and size of trade paper ads show the importance a distributor attaches to individual pictures."

'Global' Program

(*Continued from page* 1)

Brazil in mid-November. Blumberg visited England and France last summer.

Blumberg, accompanied by Alfred E. Daff, head of U-I foreign operations, will leave New York on Nov. 11 for Rio de Janeiro. John W. Davis, head of the J. Arthur Rank organization, will join the group, directly from London. Americo Aboaf, vice-president of Universal-International, and Fortunat Baronat, director of foreign advertising and publicity, will also make the trip.



The Angels are Happy!

. . . star-filled cast and perfect direction. Smooth-as-silk script and a plot that's terrific. The angels are happy because it looks like a hit. But they aren't sure yet. That's still speculation—and will be until the final box-office score is in.

And that's how it is in show business. Whether you're backing a play—or buying radio, television, or motion picture stock. The risks are great—but the rewards are, too. And some of them you can measure.

So that's what we did in our latest booklet called RADIO, TELEVISION, AND MOTION PICTURES.

It starts by assuming a semi-war economy for some time to come, tells what should happen in the event of a change.

Then it takes up the movies . . . studies the "star-system", production costs, finances, and the shrinking foreign markets.

Both branches of the industry are covered . . . detailed reports on movie-making *and* movie-showing . . . a thorough discussion of just what television means to them now—and might mean tomorrow.

It does the same kind of job on the networks, too . . . explores TV both as a problem and a promise—and reviews the role that color might play.

And the survey ends with specific help for investors. Thumbnail descriptions of twenty-six leading companies give you current figures on sales, earnings, dividends, outlook—a good idea of just how each company stands.

If you own stock in these industries now, are thinking of buying or selling some any time soon, or just want to know a lot more about them, don't miss RADIO, TELEVISION, AND MOTION PICTURES. A copy is yours for the asking. Simply write—

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Building Curbs

(*Continued from page* 1)

some sort were put on theatres, bowling alleys, night clubs and other amusement construction by the end of the year.

The meeting tomorrow and the remark of the NPA spokesman indicate that the whole control program is moving ahead considerably faster than was believed likely earlier. Government officials in the past have been assuring that building curbs on non-re[illegible]tial construction would not co[illegible] before early next year, at the soonest.

The NPA spokesmen still will not say that there has been a decision to ban amusement and other types of non-essential construction, but they admit that the question will be the main issue before the industry group tomorrow.

The industry officials will be asked for advice on what types of building should be banned, exactly when the control order should be slapped on, and how best to administer the curbs.

In the last war, government licenses had to be obtained for new construction, and theatre-building or major studio set erection was allowed only in certain "hardship" or "unusual" cases.

The building controls administered by NPA will be over and above curbs which the Federal Reserve Board is considering putting on credit for new building. The Federal Reserve order would be an indirect control, and the NPA order would be a direct one.

Even should a decision be taken by NPA soon to ban non-essential building, it would probably be a week or more before it was translated into a definite order.

British Film Men Balk

(*Continued from page* 1)

have become too rigid to allow good films to earn their maximum for the producer, and that more competition and flexibility need to be introduced. However, it rejects Plant's recommendation that trade practices can be so revised as to lead to the elimination of poorer films and their producers.

It states that this is an unrealistic view of the film business, which cannot be compared with other industries. "All experience shows," it declares, "that it is impossible to standardize film production, and there is no design or formula, as in manufacturing, by which success automatically may be repeated."

Even the best producers make films which are not certain of success, the trade members point out, so the main problem of the industry always has been to provide a number of less successful films which balance and sustain the box-office. Therefore, trade men make practical proposals as alternatives to Plant's.

For example, they are strongly critical of the recommendation to disrupt the circuit system but suggest instead that distributors and exhibitors jointly consider, under the guidance of the Films Council, the possibility of devising more flexible methods for treatment of proven good films, such as extended playing time and other aids.

They branded the Plant suggestion for competitive bidding as theoretic and impossible to practice, easily evaded and possibly a means of increasing circuits' advantage. It emphasizes in this regard the "unpredictable character of film production and public reaction, and the fallacy of the assumption that the freest competition would result in the survival of the good producer only."

The trade report rejects the recommendation for the dissolution of all monopolies but proposes that producers be given the right to invoke investigations by the Films Council of any alleged monopolistic abuse. It suggests that smaller monopolies, particularly "solo theatres," are the worst offenders.

Trade men accept the recommendations for pre-release provincial runs, for extended runs in key cities, for the provision of more prints to speed up general release and for the revision of London's present three-way release. They reject the contention that the barring practice is archaic and deleterious. They point out that the joint Cinematograph Exhibitors Association - Kinematograph Renters Society committee deals satisfactorily with barring grievances which, in any event, are highly technical. The Films Council is the only group qualified to deal therewith, they state.

Industry members agree that it is desirable to investigate various problems, including the 50 per cent rental ceiling, sliding scale break figures and conditional booking, but they again insist that the Films Council is the one to undertake such investigations.

They were sharp in their criticism of the Plant Report's recommendation for the establishment of an independent tribunal with virtually despotic powers, reiterating that the trade is qualified to solve all problems under the supervision of the Films Council.

George Elvin of the Association of Cine Technicians was the lone trade dissenter. He repeated his familiar suggestions that the government requisition vacant studio space and set up a state circuit with a distribution corporation.

Ask France

(*Continued from page* 1)

cial counselor, Pierre Paul Schweitzer, at the French Embassy. Schweitzer promised to report on the matter after checking with Paris.

In the agreement negotiated in the fall of 1948, there was a provision for remittance of a certain amount of current earnings at the current franc exchange rate, and the remittance of earnings accumulated before June, 1947, over a four-year period, at the rate of 119.3 francs to the dollar.

About eight quarterly payments were made, with the companies working on the basis that they had to have available only enough francs to cover the next quarterly remittance, and using the rest for current expenses and other deals. The French government then reportedly insisted that the companies keep frozen enough francs to take care of all the rest of the remittance under the old debt provisions. This is the ruling protested by MPAA and State.

GREATNESS in box-office draw
comes from great titles!

"RIO GRANDE"

JOHN FORD'S *greatest*

...3-TIME
ACADEMY AWARD
WINNER

COMING SOON FROM REPUBLIC

FOR STUDIOS EVERYWHERE...

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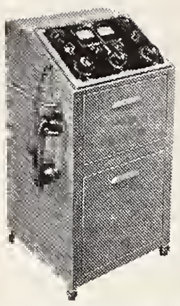
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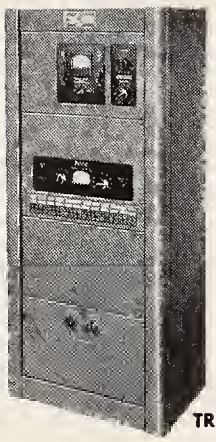
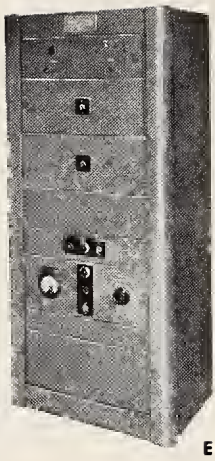

TRANSMISSION EQUIPMENT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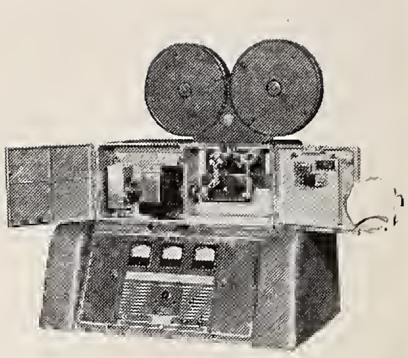
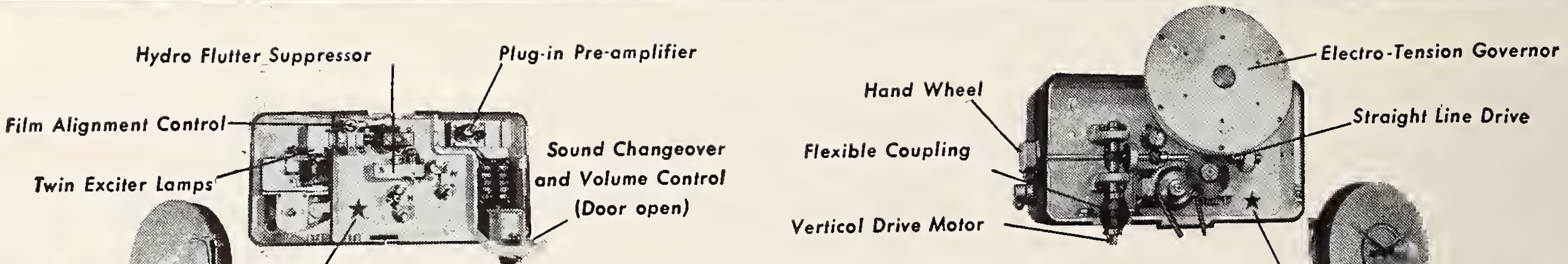

RECORDER AND AUTOMATIC RECORDER CONTROL

Western Electric Recording Systems

Today Westrex offers a choice of six up-to-the-minute recording systems—the Series 200, 500, 600, 700 (illustrated above), 800 photographic systems, and the all-new portable magnetic system. All these post-war photographic systems, and all of the re-recorders can be converted to record or reproduce sound either photographically or magnetically.

Whatever your requirements—35 or 16mm, variable area or variable density, negative / positive or direct positive photographic recording; 100 mil standard, 100 mil push-pull or 200 mil push-pull recording; magnetic or disk—Westrex can supply it.

...FOR THEATRES OUTSIDE U.S.A. AND CANADA


Hydro Flutter Suppressor
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Twin Exciter Lamps
Sound Changeover and Volume Control (Door open)
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Flexible Coupling
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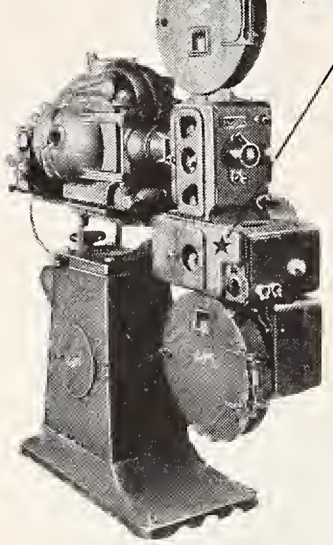
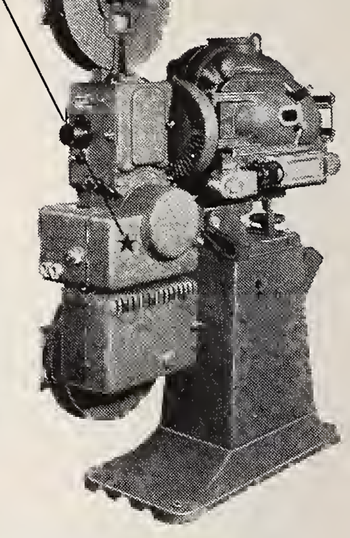
Straight Line Drive

OPERATING SIDE — WESTREX MASTER SOUND HEAD — DRIVING SIDE





Westrex Theatre Sound Systems

The three Westrex sound systems — the *Master, Advanced* and *Standard*—provide the last word in sound equipment for theatres of every size. Two views of the Westrex *Master* sound head with doors and covers removed, show its exclusive features.

Westrex, subsidiary of the Western Electric Company, also provides amplifiers with outputs from 15 to 100 watts, Western Electric backstage loudspeaker systems, plus a complete line of high quality theatre supplies and equipment.

Research, Distribution and Service for the Motion Picture Industry

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 76 NEW YORK, U. S. A., THURSDAY, OCTOBER 19, 1950 TEN CENTS

No Ban Yet on Theatre and Set Building

NPA Sees Need to Ban Non-essential Building

WASHINGTON, Oct. 18.—William H. Harrison, administrator of the National Production Authority, said today that the government will have to place some limits in the very near future on non-essential construction. Whether theatres and studio sets would be covered in the building ban has not yet been finally determined.

Harrison made his remarks—the first official announcement of NPA policy—in a meeting between top government officials and representatives of the construction industry. NPA officials, said Harrison, specifically mentioned race tracks, dance halls, and amusement centers, as examples of types of projects to be banned, but

(Continued on page 4)

FCC Hits Color Video of NBC

WASHINGTON, Oct. 18.—Twenty-four hours after National Broadcasting challenged in the courts the Federal Communications Commission's approval of Columbia Broadcasting's color television system to the exclusion of all others, the FCC today in effect ordered NBC to stop telecasting in color during regular commercial broadcast hours.

Complying with an NBC request for an extension of authority to continue telecasting in color, the Commission granted the company an additional 90 days but specified that the color telecasts would have to be carried on strictly as experiments and

(Continued on page 4)

Clark, Dr. Bunche, Variety Speakers

PITTSBURGH, Oct. 18. — General Mark W. Clark, chief of Army Field Forces, and Dr. Ralph Bunche, Nobel Peace Prize winner, will be the principal speakers on a star-studded dais featuring the 23rd annual banquet of Variety Club's Tent No. 1, combined with the annual mid-winter meeting of Variety Clubs International, to be held at the William Penn Hotel here

(Continued on page 2)

RKO Radio, Pathe in New 27½-30% Distribution Deal

RKO Radio's 1940 distribution agreement with RKO-Pathe, which from time to time has been supplemented and amended to conform to changing market conditions, has been extended to provide again for release throughout the world of "This Is America" and other RKO-Pathe-produced short subjects on RKO Radio's 1950-51 program, the distributor reports.

Under the new deal, RKO Radio's distribution charge for "This Is America" shall be 27½ per cent of the gross receipts from distribution in the U. S., Alaska, Hawaiian Islands and Canada, and 30 per cent of the gross from distribution in the rest of the world.

In the case of "Sportscopes," "Screenliners," "Football Highlights

(Continued on page 2)

Republic's 39-Week Profit Is $830,922

For the 39 weeks ended July 29, Republic Pictures Corp. and its subsidiaries report a net profit of $1,390,922, before Federal taxes. Estimated taxes of $560,000 left a net of $830,922.

For the 39 weeks ended July 30, 1949, Republic had a net of $1,215,116, before taxes provision. Estimated Federal taxes of $485,000 left a net of $730,116.

Lippert Winds Up $1,504,000 Drive

HOLLYWOOD, Oct. 18.—Robert L. Lippert Pictures has completed a 15-week sales drive with $1,504,000 in collections and a final week total of $149,000, a new high for any like period in the firm's history.

Arthur Greenblatt, sales manager of the San Francisco office, in making the announcement, stated that the Se-

(Continued on page 2)

Sweigert Named UA Washington Head

Earle W. Sweigert has been named branch manager of United Artists' Washington exchange, by Gradwell L. Sears, UA general sales manager.

Sweigert, until recently Paramount's Mid-Eastern division sales manager, has been active in the Washington

(Continued on page 4)

122 Houses Put Up $20,000 'Jackpot' for Big Promotion

DETROIT, Oct. 18.—Tired of having radio and TV reap all the giveaway harvest, a group of 122 theatres in the Detroit area have banded together in a $20,000 prize contest with the aim of innoculating the Detroit public with the film-going habit.

To be eligible a parton must attend a minimum of eight pictures in a 10-week period. Questions must be answered pertaining to eight out of 28 films to be shown in that period. Stubs of eight admission tickets must be attached to validate the entry blank. Finally, the judging will be based on a 50-words-or-less statement completing "I like movies because . . ."

If anyone sees eight pictures in 10 weeks, the exhibitors reason, he must inevitably come to the realization that much of the current Hollywood film fare is tops in entertainment. If he thinks enough about films to write a statement on why he likes them, he will without doubt sell himself thoroughly on the idea that he does like

(Continued on page 4)

Blumenstock Will Cite the Trade Press

Warner advertising - publicity vice-president Mort Blumenstock will address a meeting sometime in January of the Associated Motion Picture Advertisers on the contribution of the trade press to the industry's "better showmanship" movement.

Principal speaker at an AMPA luncheon - meeting slated for Nov. 30 will be Arthur Mayer, COMPO executive vice-president. That meeting will be devoted to "the COMPO story." AMPA's Oct. 26 meeting will be addressed by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences.

COMPO Plans Flat Dues for Small Houses

Would Revise Collection System to Erase Flaws

Revisions in the collection system under the Council of Motion Picture Organizations' financing program will be recommended at the Nov. 16-17 COMPO executive board meeting here, with particular consideration due to be given a proposal that small, low-grossing theatres be permitted to make flat, periodic payments to COMPO rather than continue under the one-tenth of one per cent of rentals procedure.

Strong support of the flat payments proposal has gathered among members of Allied States Association, whose representation embraces a large number of small, low-grossing houses.

COMPO executive vice-president

(Continued on page 4)

Bamberger Explains COMPO to KATO

LOUISVILLE, Oct. 18.—Leon Bamberger, RKO Radio sales promotion manager and assistant to Ned E. Depinet, president of the Council of Motion Picture Organizations, today gave the convention here of the Kentucky Association of Theatre Owners "The COMPO story," reviewing its background and citing the public relations and other problems of the industry which created the need for the all-embracing film and theatre organization.

The convention, being held at the Brown Hotel, will continue through tomorrow.

Outlining COMPO activities for the

(Continued on page 2)

Paramount Transfers 3 Southern Managers

NEW ORLEANS, Oct. 18.—Paramount Pictures has made three changes of managers in the Southern division. Replaced was W. G. Bradley of the exchange here by William Holiday who had been branch manager in Jacksonville. Bradley was placed in charge of the Atlanta exchange. C. J. Goodson, who was at the helm in Atlanta, has taken over the Jacksonville exchange.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, left here yesterday for San Francisco, Hollywood, San Antonio, Houston, New Orleans, Chicago and Detroit.

•

HERBERT J. YATES, president of Republic Pictures, will leave here today by plane for a three-week Coast visit, following a six-week tour of Europe.

•

HAROLD MIRISCH, vice-president of Monogram and Allied Artists, has returned to Hollywood from New York.

•

WILLIAM F. BROIDY, Monogram producer, has returned to Hollywood from Boston.

•

SAM SHAIN, director of distributor-exhibitor relations for 20th Century-Fox, has left here for Louisville.

•

LOUIS ASTOR, Columbia Circuit sales executive, has left here for Albany and Pittsburgh.

•

ABE BERNSTEIN, exploiteer, is in Cleveland from here on a special assignment for M-G-M.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is in Philadelphia from New York.

Mayer Cancels Address

TORONTO, Oct. 18.—Word has been received from New York that Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, will be unable to address the the annual convention of the Motion Picture Theatres Association of Ontario on Oct. 31 at the King Edward Hotel here. Another guest speaker will be secured by Arch H. Jolley, association executive secretary.

R. G. Sheehan to 20th

Richard G. Sheehan has joined the Eastern story department of 20th Century-Fox. Sheehan was formerly associated with Harper and Brothers and Harcourt and Brace, Inc.

Top Variety Speakers

(*Continued from page 1*)

on Sunday, when delegates will gather.

Banquet chairman M. A. Silver also announces that the dais will include George Murphy, MGM star, as toastmaster; John Payne, Paramount star; John H. Harris, Mark Wolf; Mayor David L. Lawrence of Pittsburgh, Admiral Ben Morreel, General Brehon Somervell; Charles P. Skouras, Ezzard Charles; General Richard K. Mellon, recipient of the Tent No. 1 Heart Award last year, and Jack Beresin.

The banquet, a complete sellout with attendance in excess of 900, will honor retiring chief barker B. W. Steerman, and his crew.

SMPTE Meet Hears 12 More Speakers; Topic Range Wide

LAKE PLACID, N. Y., Oct. 18.—Twelve additional speakers addressed the Society of Motion Picture and Television Engineers convention here today on subjects ranging from magnetic films to high speed photography.

The morning sessions were devoted to new advances in magnetic recording. L. T. Goldsmith opened the session with the SMPTE sound committee report. Other papers included: "Professional Magnetic Recording Systems for 35, 17½, and 16mm. Films," by G. R. Crane, J. G. Frayne and E. W. Templin, of Westrex Corp.; "Motion Picture Equipment and Methods for Editing Magnetic Films," by Loren L. Ryder, Paramount Pictures; "Editing Advantages Inherent in Quarter Inch Magnetic Tape," by R. H. Ranger, Rangertone Co.; "Electrical Printing," by J. G. Frayne, Westrex Corp., and "AC Magnetic Erase Heads," by M. Rettinger, RCA.

The afternoon session was devoted to high speed photography, with a committee report being given by J. H. Waddell, chairman. Papers included: "H. S. Schlieren Studies of Flames," by J. H. Hett, New York University; "High Speed Photography in the Textile Industry," by M. D. Pearson, Whiting Machine Works, and a paper by Dr. Myron Trinzmetal of the Institute of Medical Research of Los Angeles on a new technique for photographing the heart.

The Society's semi-annual banquet was held last night. The convention continues to Friday.

Kerman Releases

Favorite Films Corp., headed by Moe Kerman, has started releasing a series of Zane Grey productions, selling them in dual packages. First bookings, now current, are at RKO's Pan Theatre in Minneapolis, and RKO's Golden Gate, San Francisco, to be followed by RKO's Grand in Columbus, on Nov. 1. First package consists of "Helltown" and "Buffalo Stampede."

KATO Meet

(*Continued from page 1*)

immediate future, Bamberger named cooperation with the government during the world crisis, production and exhibition seminars, industry research and vigilance in countering attacks upon the industry.

Gael Sullivan, president of TOA, stressed the need of new dynamics in his talk. Third dimensional films, angled sound, television in theatres, all films in color and larger viewing screens are among the answers to TV competition, Sullivan stated.

Trueman T. Rembusch, Allied States president, who was introduced by Col. Guthrie L. Crowe, president of KATO, explained the founding, growth, and accomplishments of Allied.

Shots from 6 Films In One 20th Trailer

A specially-produced trailer presenting 20th Century-Fox product from December to February will be made available without charge to every theatre in the country.

Starting with "American Guerrilla in the Philippines," a December release, the trailer will end with "I'd Climb the Highest Mountain," for release in February. Among other pictures to be shown are "All About Eve," "For Heaven's Sake," "Halls of Montezuma" and "The Mudlark." The trailer will be available around the end of November.

MPIC, SDG, Meet On Loyalty Oath

HOLLYWOOD, Oct. 18.—The much-disputed Hollywood-wide loyalty oath proposal was the subject of two meetings tonight.

A special session of the board of directors of the Screen Directors Guild was called to settle the matter of proxies for next Sunday night's session of senior members on the recall of president Joseph Mankiewicz.

At the same time, representatives of the Motion Picture Industry Council gathered to consider the revision of the loyalty oath drawn up by its representatives and those of Motion Picture Alliance.

Peter Dana Chosen Chief Barker

PITTSBURGH, Oct. 18.—Peter T. Dana has been elected chief barker of Tent No. 1, Variety Clubs International. He succeeds Ben Steerman.

John Walsh is first assistant and William Finkel, second assistant, Norman Mervis secretary and Al Weiblinger, treasurer.

Canvassmen were also elected.

Gordon Wiles, 46

HOLLYWOOD, Oct. 18. — Gordon Wiles, 46, art director, production designer and director for the last 21 years, died Tuesday night here after a long illness. The funeral services will be today.

NEWS in Brief . . .

EFFORTS on the part of 20th Century-Fox to carry the "Crusade for Freedom" campaign to its branches overseas is progressing, with scrolls already returned from eight foreign countries showing virtually 100 per cent participation, it was reported here yesterday by the home office.

•

San Francisco, Oct. 18.—[illegible] West Coast publicist for San Francisco and Oakland for the past three years, has resigned to open a publicity agency in Berkeley. Kolmar Associates will handle motion picture and legitimate theatre accounts and special events in the Bay Area. Prior to FWC, Kolmar was an advance man for "Henry V" and a New York Press agent.

•

ATLANTIC CITY, Oct. 18.—Jerome N. Evans, director of special events of the publicity department of Universal-International Studio, addressed delegates to the Milk Industry Foundation here today on promotion of its production of "The Milkman."

Delegates were told that the U-I film could increase sales of their product, Evans pointing out that each member of the foundation would be furnished with promotional material. Jimmy Durante, Donald O'Connor and Joyce Holden, featured in the film, entertained the delegates.

Lippert Drive

(*Continued from page 1*)

attle branches topped all divisions, splitting the $5,000 in prizes.

Meanwhile, it was announced that Robert L. Lippert, president of the firm, has given up his residence in Northern California, at Lafayette, and moved with his family to Los Angeles. Charles Maestri will take over Lippert's duties in San Francisco.

Robert Lippert, Jr., has also moved to Southern California with his wife.

RKO-Pathe Deal

(*Continued from page 1*)

of 1950" and "Basketball Headliners of 1951," the distributor's fee shall be 30 per cent of the gross from distribution of these series throughout the world.

10 hrs.
55 min.
AMERICAN
to LOS ANGELES
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. Midnight EDT—Ar. 7:55 a.m. PDT

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SOON
IN
THE
INDUSTRY
SPOTLIGHT!

THE BATTLIN' BOZOS OF COMPANY B-FOR-BRUISER

Breakthrough

FROM WARNER BROS.

...when
the
mug
of a
mud-
spattered
doughfoot
was the
prettiest
sight in
the world!

GE Is Not Excited Over Color Video

Syracuse, N. Y., Oct. 18.—Black and white television programs will remain the backbone of the TV business for many years to come, and color television will be supplementary and probably limited to one station in New York City for an indefinite period. General Electric has informed the company's TV dealers, commenting on the recent FCC color decision.

No Building Ban

(*Continued from page* 1)

indicated that film industry projects were still a borderline case.

Even if theatre and studio construction escape the first binding cutback order, it is believed here it is just a matter of time before they will be included.

The construction industry officials vigorously protested the government plan, the NPA announcement said, but all indications are that the NPA will go ahead with it anyhow. Harrison argued that not only the materials are needed for the defense program, but also it is bad for the public's morale to have home building curtailed while construction goes ahead on amusement projects.

Guesses as to when the first construction limitation order will be issued ranged from several days to several weeks. When it does come, NPA officials said, it would probably restrict major alterations or repair jobs as well as new construction. Presumably the control order will be similar to that in effect during and after World War II, when certain types of building were allowed only in hardship or exceptional circumstances.

The government and building industry officials met all day today and the only report on the meeting was a very skimpy press release late tonight.

Sweigert Named

(*Continued from page* 1)

area since 1941 when he became Paramount district manager covering Philadelphia, Pittsburgh and Washington, moving up in 1946 to the division managership. He started in the industry in 1912 with General Film Co., in Philadelphia.

New Film Department

The *Saturday Review of Literature* has established a motion picture department.

BANKING FOR THE
MOTION PICTURE
INDUSTRY

BANKERS TRUST
COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

COMPO Plans

(*Continued from page* 1)

Arthur L. Mayer is understood to favor revisions in the collection system, which is said to have created billing problems that border on the absurd. It has been pointed out that whereas billings each month by the distributors are "worthwhile" in the cases of larger, high-grossing theatres and circuits under the one-tenth of one per cent arrangement, such billings of low-grossing houses result in assessments of as little as eight and ten cents. In the latter, billings, accounting and postage costs are said to far exceed the revenue that results for COMPO from individual low-grossing houses.

An alternative to charging the smaller houses flat dues would be the adoption of a system whereby they could remit the one-tenth of one per cent quarterly or semi-annually instead of monthly, thus disposing of the "penny-ante" character of the present billing procedure for those theatres.

The flat dues system, it was indicated, would result in the classification of the low-grossing houses according to the level of income of each. Thus some would pay 50 cents bimonthly others perhaps 75 cents, and some possibly as much as a dollar every two month. It has been suggested also that those houses whose classification for monthly or bimonthly payments would call for very small amounts could pay semi-annually or yearly. At any rate, it was held, the flat dues would, in the final analysis, approximate what a small-grossing theatre would pay under the percentage arrangement which the larger theatres would follow.

FCC, NBC Color

(*Continued from page* 1)

hence not during "normal broadcasting hours."

NBC has been broadcasting in color, using the RCA color system, for about a year, over stations WNBT in New York and WNBW in Washington. Some of these telecasts have been of regular commercial shows, and were aimed at finding out more about color TV. The authority for these telecasts, however, was a temporary one, and NBC recently had to ask for an extension of the authority.

The actions against the FCC's CBS decision were filed in Brooklyn and Chicago Federal Courts by NBC, RCA and Pilot Radio, and asked for temporary injunctions against the ruling favoring CBS.

FCC Pledges All-out Fight on Color Video

WASHINGTON, Oct. 18.—The Federal Communications Commission today promised an all-out fight against companies seeking court action to set aside the Commission's color television decision.

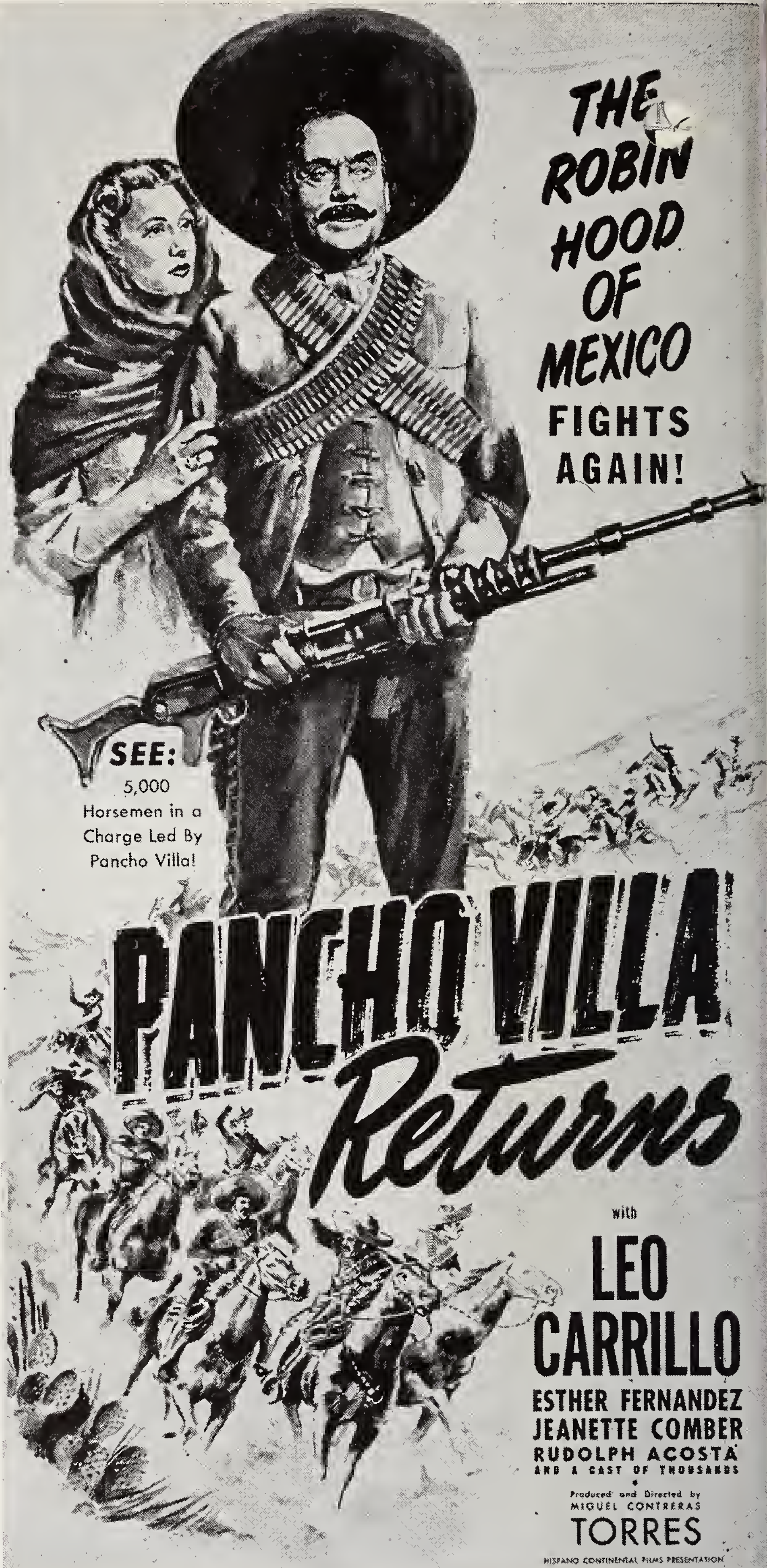
In its first formal statement on the suits filed yesterday by RCA and Pilot Radio, the Commission said it would "vigorously oppose the issuance of any injunctive relief" to either company.

$20,000 'Jackpot'

(*Continued from page* 1)

them, the plan's sponsors believe.

For the thousands of entrants which the 122 theatres expect, the $20,000 prize money is held to be comparably inexpensive.



PANCHO VILLA
Comes to Broadway

THE ROBIN HOOD OF MEXICO FIGHTS AGAIN!

SEE:
5,000
Horsemen in a
Charge Led By
Pancho Villa!

PANCHO VILLA Returns

with
LEO
CARRILLO
ESTHER FERNANDEZ
JEANETTE COMBER
RUDOLPH ACOSTA
AND A CAST OF THOUSANDS

Produced and Directed by
MIGUEL CONTRERAS
TORRES
HISPANO CONTINENTAL FILMS PRESENTATION

Opens Saturday Oct. 21, Rialto Theater, New York
Presented By
HISPANO CONTINENTAL FILMS, Inc.
50 East 42nd Street, New York, N. Y.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68, NO. 77 NEW YORK, U.S.A., FRIDAY, OCTOBER 20, 1950 TEN CENTS

$3,097,000 Is Quarter Net of UPT

Brings Profit for Nine Months to $9,697,000

United Paramount Theatres' net profit for the third quarter of 1950 was reported yesterday by company president Leonard H. Goldenson to be $3,097,000, including $569,000 undistributed earnings of partially-owned non-consolidated companies.

This brings the total net for the first nine months of the year to $9,697,000, including $1,734,000 undistributed earnings of partially-owned non-consolidated companies.

Goldenson also announced a dividend of 50 cents per share, payable today to stockholders of record on Sept. 29. In a report to the holders

(Continued on page 4)

Court Activity Next Week in E-L Case

Eagle-Lion and its parent, Pathe Industries, defendants in a $500,000 action brought in New York Supreme Court by Film Classics' creditor assignee in consequence of the failure of EL and FC to finalize their merger into Eagle Lion Classics, yesterday secured another week for filing answers to assignee Irving Kaufman's complaint. Previously the answers were due to be filed by yesterday.

The postponement, one of several secured during the past two months, came when EL counsel Robert L. Augenblick sought to first get a court hearing of the defendants' motion for

(Continued on page 5)

deHavilland Honored At ITOA Installation

The annual installation of the New York Independent Theatre Owners Association was held here yesterday at the Hotel Astor with some 175 attending.

On the occasion Harry Brandt, president, cited the record of the organization during the past year. Olivia de Havilland was presented with a cigarette box "for her artistry and as top money making actress of 1949-50." Rudy Sanders, charter member of the organization, became an honorary life member.

MPIC Maps Dual Drive Against 'Slander,' Reds

HOLLYWOOD, Oct. 19.—A two-fold objective, to mobilize the motion picture industry's resources against communism and to protect individuals in the industry from baseless slander, was made public today by Dore Schary, chairman of the Motion Picture Industry Council public relations committee.

In a statement aimed at making MPIC's viewpoint "crystal clear," Schary explained the report of the MPIC subcommittee on the proposed industry-wide loyalty oath. The report, which is to be studied and which was taken up at an MPIC meeting last night, has been seized upon by

(Continued on page 5)

ELC to Distribute 60 This Season

HOLLYWOOD, Oct. 19.—Announcing the acquisition of five new features for a distribution program "which will feature quality as well as quantity," William C. MacMillen, Jr., Eagle Lion Classics president, today said his company would distribute a minimum of 60 films this season.

New films obtained by the company include "Volcano," Italian-made starring Anna Magnani, Geraldine Brooks, Rossano Brazzi, and directed by William Dietzrle. "Second Face," starring Ella Raines, Bruce Bennett, produced by Edward J. Leven, directed by Jack Bernhard, originally made for Film Classics. "White

(Continued on page 4)

CONSTRUCTION BAN ON THEATRES DUE

May Issue Order Today; Theatres Now Included But Changes Possible

WASHINGTON, Oct. 19.—As of right now, the government's proposed order to stop non-essential construction includes a ban of new theatre building.

That's the word from industry and government officials who have seen the order being drafted by the National Production Authority. The order, which will probably be issued within the next week and may come as soon as tomorrow, is still subject to last-minute changes, and theatres are apparently a borderline case. But as of now, they are covered by the restriction.

Drive-ins would be included in the building ban. In fact, there would

(Continued on page 5)

Dumont Wants UHF Band Open for TV

Washington, Oct. 19.—Allen B. Dumont Laboratories today urged the Federal Communications Commission to open the entire UHF band to commercial television.

Testifying as the Commission resumed hearings in the second phase of its general TV proceedings, Dr. Thomas Goldsmith, Jr., chief engineer for Dumont, said this would provide 69 new channels in addition to the 12 existing VHF channels.

Mullin Heads N. E. Allied

BOSTON, Oct. 19.—At a meeting of Allied Theatres of New England, held in the Parker House here, the following were elected for the ensuing year:

President, M. J. Mullin, president of New England Theatres, Inc.; vice-presidents, Samuel Pinanski, president of American Theatres Corp., Charles E. Kurtzman, Division manager of Loew's, Inc., Benjamin Domingo, division manager of RKO Theatres, Max Melincoff, district manager of

(Continued on page 4)

A.T.&T. Allocations Up for FCC Study

WASHINGTON, Oct. 19.—The Federal Communications Commission announced today it would start hearings on Nov. 20 to determine whether the American Telephone and Telegraph Co. has followed desirable standards in allocating time on its intercity TV relay facilities among the various television networks.

The Commission action came on a complaint of DuMont Television Network, which had charged that the policies of A. T. and T. and it subsidiaries favored CBS and NBC. The FCC action appeared to observers as another step in the Commission's cam-

(Continued on page 5)

International Variety Clubs 3-Day Meeting Opens Today

PITTSBURGH, Oct. 19.—The stage is all set and most of the delegates have already arrived for the annual mid-winter convention of Variety Clubs International which will open here tomorrow morning at the William Penn Hotel, with chief barker Marc Wolf in the chair. The meeting will be held simultaneously with the convention of Pittsburgh Tent No. 1.

At least two-dozen delegates are assembling from tents in the field, for the International meeting, from Tent No. 4, St. Louis, Joseph C. Ansell; 5, Detroit, Charles Synder; 6, Cleveland, I. J. Schmertz; 7, Buffalo, Murray Whiteman and Myron Gross; 11, Washington, Jake Flax; 12, Minne-

(Continued on page 5)

Zinnemann Cited by UN, UK Film Unit

Fred Zinnemann, director of M-G-M's "The Search," was cited by the United Nations and the British Film Academy at a luncheon given by the New York Rotary Club at the Hotel Commodore here yesterday.

Sir Gladwyn Jebb, head of the British delegation to the UN, presented Zinnemann with a special BFA award which praised "The Search" for embodying the principles of the UN charter.

Benjamin Cohen, UN assistant secretary general, paid tribute to the entire industry as being "the most

(Continued on page 4)

Arent Is Elected Laurel President

John Arent, production supervisor and vice-president of Laurel Films, has been elected president. He will also serve as executive producer, a post he assumed with the making of "Mister Universe," the Jack Carson-Bert Lahr-Janis Paige production recently completed in New York.

Arent joined Laurel three years ago as treasurer, following a career in banking and financing. He was production supervisor on "C-Man" and "Guilty Bystander," both of which were made here.

'Mad Wednesday'; Reviewed in Feb., '47

RKO Radio's "Mad Wednesday," which will be trade-screened for exhibitors this morning at New York's Paris Theatre, was reviewed in *Motion Picture Daily* on Feb. 18, 1947, under its original title, "The Sin of Harold Diddlebock."

Produced by California Pictures, starring Harold Lloyd, and running 89 minutes, this production was described in the review as being "a rare, wonderful comedy treat. It is really hilariously funny, sparklingly original and, from the cashier's viewpoint, a product that just cannot miss in bringing in large grosses."

Preston Sturges produced, directed and wrote the screenplay.

20th's Saturation Record for 'Flags'

ATLANTA, Oct. 19.—Twentieth Century-Fox today claimed an all time area saturation record for "Two Flags West," citing more than 4,000 playing days in over 400 theatres throughout the South in the first two weeks of its release.

Harry G. Ballance, Southern sales manager for 20th Century-Fox, said many key circuits as well as independent theatres have been joining in the date campaign. Among the circuits are Lucas and Jenkins, Wilby-Kincey, Florida Theatres, Martin Theatres, Crescent Amusement, Wometco, Inter-State and East Texas.

Manila Set for Gala 'Guerrilla' Opening

MANILA, Oct. 19.—Plans for celebration here coincident with the premiere of "American Guerrilla in the Philippines" are currently underway as the picture gets ready for its American premiere, to be held at the Astor Theatre in New York on Nov. 7.

Leading government officials, war heroes, and members of the Philippine guerrilla forces will join in saluting the Tyrone Power-Micheline Prelle Technicolor film which was made in its entirety in this country.

Academy To Revamp Production Branch

HOLLYWOOD, Oct. 19.—A revamping of its production division has been set by the Academy of Motion Picture Arts and Sciences.

Under the new set-up, the production division, which will be named the producer's branch, will be composed of those more allied to the branch. Other branch revisions being planned, call for Academy members to continue to vote on the organization's matter, including annual awards, in those units in which they participated during 1950.

Personal Mention

WOLFE COHEN, president of Warner International Corp., will leave here Monday for Mexico City on a trip which will cover Mexico, Cuba and Puerto Rico.

•

HELEN NORMA ROSEN, daughter of MR. and MRS. SAMUEL ROSEN of New York, whose father is vice-president of Fabian Theatres, was married last evening at the Hotel Pierre to DR. JACOB LOUIS YELLIN, son of MR. and MRS. ISRAEL YELLIN, also of New York. The bride is also the niece of SI FABIAN.

•

A. T. L. WATKINS, secretary of the British Board of Film Censors, was the Hollywood luncheon guest Wednesday of JOSEPH I. BREEN, vice-president, Production Code, Motion Picture Producers and Distributors of America, Inc.

•

STEVE BROIDY, Monogram-Allied Artists president, and Harold Mirisch, vice-president, will leave Hollywood on Oct. 28 for the TOA convention in Houston.

JAMES MULVEY, president of Samuel Goldwyn Productions, Inc., will leave Hollywood today by plane for New York.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, SELIG J. SELIGMAN, have returned here from Buffalo and Detroit.

•

JOSEPH BERNHARD, who has been ill for the past two weeks, is now recuperating at his home here. He expects to return to his office on Monday.

•

HELENE LEPSKA, secretary to FOSTER M. BLAKE, U-I Western sales manager, will be married to FRANK A. RIZZO tomorrow.

•

E. R. HOLTZ, Detroit exhibitor, left here yesterday after a week's visit in New York.

•

CHARLES SIMONELLI, Universal-International exploitation director, has returned to New York from the Coast.

Business in Britain 'Better' Says Hyams

Current business in England is a lot better than it has been for some time, Philip Hyams, chairman of Eros Films, Ltd., decleared here yesterday. He attributed this to "more money about and a superior run of pictures." Hyams is here on business from London.

He said that the main purpose of his trip was to acquire more Universal-International product, and possibly product from other companies, for distribution in England. Besides distributing some 40 films a year, Eros also produces or finances an average of six to eight pictures annually.

Hyams was disinclined to discuss British industry issues of a "political or controversial" nature. He brought with him a print of his most recent production, "The Gorbals Story," which he hopes to show to the press shortly.

Kramer Due Oct. 28, Will Be Here 3 Weeks

Independent producer Stanley Kramer is due to arrive in New York from Hollywood on Oct. 28 with a print of his "Cyrano de Bergerac," which will open at the Bijou Theatre here on a two-a-day, reserved seat basis beginning Nov. 16. A charity preview performance of the picture for the benefit of the Forest Neighborhood House, Bronx, will take place at the Bijou on the evening of Nov. 15.

Kramer is scheduled to remain in New York until Nov. 17.

Kaufman Leaves M-G-M

BUFFALO, Oct. 19.—Ben Kaufman, M-G-M exploiteer in the Buffalo and Albany areas, has resigned to join a publication in New York.

12 Start Shooting In Coast Studios

HOLLYWOOD, Oct. 19.—The production index took a leap in the right direction this week, with 12 pictures starting and five finishing, for a total of 42 in production.

Started were: "Two of a Kind," "Mask of the Avenger," "Hurricane Island," Columbia; "The Dalton's Last Raid," Lippert; "Father's Little Dividend," "Excuse My Dust," M-G-M; "Trail Dust," "Colorado Ambush," Monogram; "The Last Outpost" (Pine-Thomas Prod.), Paramount; "Heart of the Rockies," "Rough Riders of Durango," Republic; "Don Renegade," Universal-International.

Completed were: "Korean Patrol" (Jack Schwarz Prod.), Eagle Lion; "Heil" (Briskin-Smith Prod.), independent; "Outlaw Gold," Monogram; "Pride of Maryland," Republic; "The Sword of Monte Cristo" (E. L. Alperson Prod.), 20th Century-Fox.

Gross and Evans To Spur Rogers Drive

The firm of Gross and Evans Associates of New York will be in charge of publicity and advertising for the Will Rogers Memorial Hospital Fund Campaign, it was announced here yesterday by Nicholas J. Matsoukas, campaign director.

Matsoukas reported that "the association of Syd Gross and Sy Evans with the campagin, is on a voluntary basis."

Walter Pacy Services

BALTIMORE, Oct. 19.—Funeral services for Walter D. Pacy, affiliated with the Frank H. Durkee Circuit in Baltimore and throughout Maryland, who died Tuesday, were held here today. Pacy was found dead aboard his yacht enroute to Florida.

Puerto Rico Junket For 'Cyrano' Bow

Trade and newspaper critics will be the guests of Stanley Kramer Productions at the world premiere performance of "Cyrano de Bergerac," starring Jose Ferrer, in the theatre of the University of Puerto Rico, at Rio Piedras, P. R., on Nov. 12. A festival in honor of Ferrer, a native of Puerto Rico, is planned for the period from Nov. 10 to 13 in connection with the premiere.

Guests from Hollywood and Washington also have been invited by the company to make the trip in special planes, headquartering at the Caribe-Hilton in San Juan. "Cyrano" will open at the Bijou Theatre here on Nov. 16.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

"DARK CITY"
A HAL WALLIS PRODUCTION
Introducing CHARLTON HESTON • And Starring LIZABETH SCOTT
VIVECA LINDFORS • DEAN JAGGER
DON DEFORE
Directed by WILLIAM DIETERLE
A Paramount Picture
in person MOREY AMSTERDAM
RICHARD HAYES
DICK AND DOT REMY
CHARLIE VENTURA And His Orchestra
EXTRA JANIS PAIGE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's PRESENTATION OF Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

DOORS OPEN 10 A.M. ROXY 7th AVE. & 50th ST.
4 SCHEDULED PERFORMANCES DAILY
"all about eve"
20th Century-Fox
1st Show-10:30 AM Picture Starts-11:30 AM 3rd Show- 5:00 PM Picture Starts- 6:00 PM
2nd Show- 1:45 PM Picture Starts- 2:45 PM 4th Show- 8:30 PM Picture Starts- 9:30 PM
A half hour intermission between each show.

The Stars of "The 3rd Man" together again!
JOSEPH COTTEN and VALLI
WALK SOFTLY, STRANGER
Brandt's GLOBE B'way & 46th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten. National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

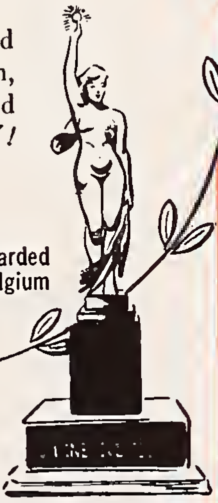
NOW AVAILABLE FOR BOOKING BY THEATRES EVERYWHERE!

HOLLYWOOD'S MOST HONORED FILM IN NATIONS ALL OVER THE WORLD!

Never Before Has An American Picture Been So Glorified!...

Sensational boxoffice success and award after award in France, Belgium, Spain, Italy, Switzerland —*everywhere . . . SEE IT NOW!*

"The Victoire" awarded to "Joan" in France



"The Challenge" awarded to "Joan" in Belgium

JOAN OF ARC

STARRING

INGRID BERGMAN

Everybody says it's Great!

READER'S DIGEST: *"Don't miss it."*

WALTER WINCHELL: *"Grandeur galore, sweeping power."*

LOOK MAGAZINE: *"A masterpiece."*

N. Y. TIMES: *"A stupendous film."*

LADIES' HOME JOURNAL: *"Most moving."*

KATE SMITH: *"In class by itself."*

SEVENTEEN MAGAZINE: *"Grand and exciting."*

A VICTOR FLEMING PRODUCTION

A CAST OF THOUSANDS

with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH
WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART
JOHN EMERY • GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY

Produced by WALTER WANGER • Directed by VICTOR FLEMING
Based on the Stage Play "Joan of Lorraine"
by MAXWELL ANDERSON
COLOR BY TECHNICOLOR
Screenplay by MAXWELL ANDERSON and ANDREW SOLT
Art Direction by RICHARD DAY
Director of Photography JOSEPH VALENTINE, A.S.C.
Presented by SIERRA PICTURES, INC.
Released by RKO RADIO PICTURES

TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Tues., October 31, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., October 31, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Tues., October 31, 10:30 A.M.

BUFFALO, Mo. Pic. Operators Screening Room, 498 Pearl St., Tues., October 31, 2:15 P.M.

CHARLOTTE, Fox Screening Room, 308 S. Church St., Tues., October 31, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 So. Wabash Ave., Tues., October 31, 2:00 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Tues., October 31, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Tues., October 31, 2:30 P.M.

DALLAS, Paramount Screening Room, 412 So. Harwood St., Tues., Oct. 31, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Tues., Oct. 31, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Tues., October 31, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Tues., Oct. 31, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Ill. St., Tues., Oct. 31, 1:00 P.M.

KANSAS CITY, Paramount Screen. Room, 1800 Wyandotte St., Tues., Oct. 31, 2:00 P.M.

LOS ANGELES, RKO Screening Room, 1980 So. Vermont Ave., Tues., Oct. 31, 2:00 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Tues., October 31, 2:00 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Tues., Oct. 31, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Tues., Oct. 31, 2:00 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Tues., October 31, 2:10 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Tues., Oct. 31, 10:30 A.M.

NEW YORK, RKO Screening Room, 630 Ninth Ave., Tues., October 31, 2:00 P.M.

OKLAHOMA, Fox Screening Room, 10 North Lee St., Tues., October 31, 10:00 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Tues., October 31, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Tues., October 31, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Tues., Oct. 31, 2:00 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Tues., October 31, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., October 31, 2:30 P.M.

SALT LAKE CITY, Fox Screening Room, 216 E. 1st St. South, Tues., Oct. 31, 1:30 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Tues., October 31, 2:00 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Tues., October 31, 2:00 P.M.

SIOUX FALLS, Hollywood Theatre, 212 North Philips Ave., Tues., Oct. 31, 9:30 A.M.

WASHINGTON, Film Center Screen. Rm., 932 New Jersey Ave., Tues., Oct. 31, 2:30 P.M.

Another Anti-Trust Suit Hits Majors

CHICAGO, Oct. 19.—The South Bend Theatre Corp. of Indiana has filed a $900,000 anti-trust suit in the Chicago Federal Court of Judge Walter Labuy. The defendants are B. and K., Publix Great States, Warners, and the eight major distributors.

Attorneys for the Indiana corporation—owners of the Avon Theatre—Seymour Simon, claimed that the defendants adopted and maintained in South Bend, a uniform system of releasing features, whereby three Publix Great States theatres, the Colfax, Palace and Granada, designated first-run houses, were the only ones in South Bend permitted to play first-run exhibitions.

Another Great States theatre, the State, was designated as a second-run, and the Avon was not permitted to play pictures released by the defendant distributors until after they had been shown in the Palace, Colfax or Granada, and until after they had been shown or had been made available to the State.

Studios Host To Swedish Leaders

HOLLYWOOD, Oct. 19.—Leaders of the Swedish film industry are being entertained here by the various studios.

Gustav Scheutz, producer and circuit head, and Rune Walderkranz producer, are here with Carl York, Motion Picture Association of America representative in Sweden, for three weeks at the invitation of MPAA's foreign film advisory unit.

ELC Distribution

(*Continued from page 1*)

Heather," starring Ray Milland, Patricia Roc, being completed in England.

"Skipalong Rosenbloom," western statire, produced by Wally Kline, starring Maxie Rosenbloom, Max Baer, directed by Sam Newfield. "Invaders From Mars," Cinecolor fantasy to be made by Allart Pictures Corp. with Arthur Gardner and Jules V. Levey producers, Paul Landres director, starts Nov. 26.

The program is provided as follows: 15 features over $400,000 budget; 12 medium budget; 12 J. Arthur Rank productions; 12 low budgeters from Jack Schwarz, and six Ranger Rider Westerns from Schwarz. Three other multiple picture deals being worked out, with one each from companies for this year.

Already announced for ELC are "The Tiger," Benedict Bogeaus film starring Mickey Rooney, completed in Mexico, and "Hothouse" and "When I Grow Up," to be made by Sam Spiegel and John Huston's Horizon Pictures.

ELC is participating in financing "Horizon," taking bank position. The first picture under Harry Sherman 50 film deal will be delivered in February.

Alger Circuit Buys

CHICAGO, Oct. 19.—The Alger Circuit has purchased four downstate Great States Circuit theatres.

They are the Majestic and the La Salle in La Salle, and the Star and the Peru in Peru, Ill.

Reviews

"Deported"

(*Universal-International*)

AN interesting melodrama has been tautly spun in Universal-International's "Deported." The story of an American racketeer who is deported to his native Italy, the film was wisely shot on location in Italy. As such, the background lends a certain strength to the tale and emphasizes the realism. The melodrama is one of general audience appeal designed to send the customers away satisfied.

Jeff Chandler portrays the racketeer who is returned to the little Italian town of his birth after doing a stretch in an American prison. It is not long after he is on Italian soil that he finds himself faced with Richard Rober, a onetime henchman, who demands a cut of $100,000 in loot. As Chandler astutely left the loot hidden somewhere in America, Rober's efforts avail him nothing but a severe beating.

Presently Chandler meets Marta Toren, a wealthy widow who engages in the distribution of relief supplies to the poor. Chandler hits upon the idea of getting his loot away from watchful eyes in America by converting it into food parcels and then sending them to the Italian town as a gift. Thereupon Chandler plans to have the food parcels stolen from the town's warehouses and sold in the black market. A hitch develops when he falls in love with Miss Toren. In the meantime the theft idea has gained momentum and Chandler has to pit himself against some sinister black market characters before the food is secured safely for the townsfolk.

Others in the cast are Marina Berti, a shapely lass who is used as bait for Chandler, and Claude Dauphin, a patient detective. Robert Buckner produced from his own screenplay, and Robert Siodmak directed. The story was by Lionel Shapiro.

Running time, 89 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"Hit Parade of 1951"

(*Republic*)

PRESENTED by Herbert J. Yates, with John H. Auer serving as associate producer-director, Republic's "Hit Parade of 1951" is, as the title suggests, a musical-comedy attraction with a sizeable quota of tunes and a feathery story that steers clear of everything of a serious nature. The musical numbers, performed by stars John Carroll, Marie McDonald and Estelita Rodrigues, as well as Bobby Ramos and his rhumba band and a bunch of tunesmiths known as The Firehouse Five Plus Two, should keep the customers' feet tapping. And although it offers little that is not of a standard pattern, the screenplay by Elizabeth Reinhardt, Aubrey Wisberg and Lawrence Kimble, provides a suitable framework for the presentation of the songs and dances. Film patrons in search of an hour-and-a-half's carefree entertainment should find "Hit Parade of 1951" equal to their requirements.

The story, contrived by Wisberg, has Carroll in the dual role of a devil-may-care Las Vegas gambler and a radio vocalist whom the bobby-soxers can't do without. The former type is the kind of man songstress McDonald goes for but she happens to be chased after by the none-too-manly vocalist. On the other hand, rhumba queen Rodriguez wishes her gambler boy-friend were more courteous and considerate of her. So the plot goes to work, and before you know it the two Carrolls have switched places in consequence of a stratagem of the gambler, who has to play for time to wiggle out of a $200,000 dice game debt. Supporting this comedy of confusion are Frank Fontaine. Grant Withers, Mikhail Rasumny, Steve Flagg, Paul Cavanagh, Edward Gargan, Gush Schilling and others.

Running time, 85 minutes. General audience classification. Release date, Oct. 15.

CHARLES L. FRANKE

Mullin Named

(*Continued from page 1*)

Warner Theatres, and Al Somerby, Howard Theatre, Boston; Treasurer, Stanley Sumner, University Theatre, Cambridge; chairman of the board, John J. Ford, general manager of Maine and New Hampshire Theatres.

Directors named were: I. J. Hoffman, zone manager of Warner Theatres; E. Harold Stoneman, president of Interstate Theatres; John S. Giles of Giles Theatres; Edward A. Cuddy of New England Theatres; James H. Doyle of the Broadway Theatre, South Boston; Walter A. Brown of the Boston Garden, and Lloyd J. Clark of Middlesex Amusement Co.

Mrs. Anna Hughes Driscoll was appointed executive secretary, and Frank E. Lydon, field secretary.

Providence Bans 'Lucky'

PROVIDENCE, Oct. 19.—Capt. George W. Cowan, police amusement inspector, has forbidden the screening of Pentagon's "Third Time Lucky." The ban came less than 24 hours before it was scheduled to open.

Confidence Vote for Guild's Mankiewicz

HOLLYWOOD, Oct. 19.—The Screen Directors Guild board last night smoked an intra-mural peace pipe, unanimously passing a vote of confidence in SDG president Joseph L. Mankiewicz whose stand against the Guild's own loyalty oath had caused a split.

Only a short announcement was made of the action, but a membership meeting is still on for Sunday night.

Zinnemann Cited

(*Continued from page 1*)

effective medium in getting the UN principles to the world."

In accepting the honors, Zinnemann said he would try to make more films which are related to the UN and its aims. Zinnemann has just completed directing "Teresa" in Italy and New York, and Arthur Loew production to be released by M-G-M.

Loew, president of Loew's International, was among those on the dais.

UPT Quarter

(*Continued from page 1*)

of United Paramount securities, he explained that holders of certificates for common stock are entitled to the full dividend, whereas holders of certificates of interest will receive one-half of the dividend declared, or 25 cents per share. The remaining 25 cents per share, together with amounts previously withheld, Golden[illegible] stated, will be paid upon conversion of certificates of interest into common stock certificates.

Conversions of Stock

"Conversions of certificates of interest into common stock," said Goldenson, "are taking place each day. As of Oct. 1, approximately 72 per cent of our outstanding stock was represented by certificates for common stock in the hands of stockholders. The remainder, 28 per cent of our stock, is still held by the voting trustee. Inasmuch as our records show quite a large number of registered owners of certificates of interest for 500 shares or less of our common, it appears that some persons who are eligible to convert certificates of interest into common stock have not yet taken advantage of the privilege to do so."

Goldenson reported to the stockholders the sale of the company's interest in Butterfield companies for $4,000,000, and disclosed that during the third quarter $1,310,000 was prepaid on the parent companies' debt and $93,000 was paid and $50,000 prepaid on subsidiary companies' debt. "Accordingly," he advised, "on Sept. 30, the consolidated debt amounted to $24,291,000, of which $19,522,000 was parent company debt and $4,769,000 was subsidiary company debt."

Consolidated Earnings

Reported Goldenson: "The $2,114,000 of consolidated earnings, excluding capital gains, for the quarter, and $6,498,000 for the nine months represent 65 cents and $1.99 per share, respectively, on the 3,261,388 shares outstanding on Sept. 30, 1950. Including capital gains, earnings per share for the third quarter amount to 78 cents and for the nine months, $2.44, and including capital gains and share of undistributed earnings of non-consolidated subsidiaries, earnings per share amount to 95 cents for the third quarter and $2.97 for the nine months."

The UPT executive reaffirmed to the stockholders his belief that theatre television will be "a firm support to theatre operations." He observed that "people do not stay at home before their television screens or radios if they can see the feature motion picture at the theatre without missing the important special (video) event."

Goldenson, in his report, also took up other matters.

Cites Films

In his report, Goldenson cited the following pictures, forthcoming from several companies, as serving to encourage him about business prospects for the current quarter: "Let's Dance," "Mr. Music," "September Affair," "The Lemon Drop Kid," "King Solomon's Mines," "Pagan Love Song," "Kim," "Magnificent Yankee," "The West Point Story," "Dallas," "Mr. 880," "All About Eve," "American Guerilla in the Philippines," "For Heaven's Sake," "Harvey," "Born Yesterday," "Come Share My Love," "Story of a Divorce," "Rio Grande" and "Destination Moon."

Building Ban

(Continued from page 1)

probably be only three types of exceptions: (1) new theatres or major additions or alterations costing less than $3,000; (2) facilities which must be built to replace those destroyed by an act of God—that is, for example, a theatre built to replace one burned down, and (3), hardship or exceptional cases, where a theatre might be needed to take care of entertainment in a rapidly-expanding defense area.

NPA is going ahead with plans to issue the order despite vigorous protests from building industry spokesmen. Whenever it is issued, it will undoubtedly take effect immediately.

Even should some last minute switch remove theatres from the current order. It is just a matter of time before they will be covered by some later order, officials here believe. Presumably building already started would be allowed to finish.

Studio Set Policy

As of the present, studio sets and other studio construction would not be covered by the restrictions. They could be built without government approval. NPA officials said that in the last war studio set construction was controlled and proved "too much of a headache."

The construction limitation order, similar to that in effect during and after World War II, has two objectives: To save critical materials by cutting back non-essential building, and to silence people who are asking, "Why should you cut back housing construction when a night club is being built right across the street?"

Along with theatres, present plans are to ban construction of such things as night clubs, bowling alleys, race tracks, amusement parks, dance halls, resort hotels, swimming pools, and summer cottages.

Outdoor Advertising

Outdoor advertising, covered by the World War II ban, would be exempt this time. Stores, churches and certain other projects would not be affected.

The order as presently outlined would ban any construction of the non-essential types listed. NPA staff men would check around the country for compliance and unauthorized building. Building to replace structures destroyed "by an act of God," or building coming within the $3,000 exemption would go ahead without any government permit. However, a specific government license, for which application would be made to Washington, would be required for building in the "hardship" or "exceptional" cases.

One NPA official estimated as much as $500,000,000 of construction might be banned each year under the proposed order. Industry officials, however, said this sounded like a very high estimate.

Dr. I. Q. at the Capitol

Dr. I. Q., in the person of master-of-ceremonies Lew Valentine, will again hand out silver dollars from the stage of New York's Capitol Theatre, starting this week, over the American Broadcasting radio network.

Variety Convention Opens

(Continued from page 1)

apolis, M. E. Frosch; 13, Philadelphia, Victor H. Blanc and Edward Emanuel; 15, Des Moines, Nathan Sandler; 16, Omaha, Myer Stern; 17, Dallas, H. A. Falls and John H. Rowley; 18, Dayton, Tom Tyan; 19, Baltimore, Rodney H. Collier; 20, Memphis, Herbert Kohn; 21, Atlanta, Fred Coleman; 23, Boston, Louis M. Gordon; 24, Charlotte, Scott Lett; 27, Grand Rapids, Phil Osterhouse; 28, Toronto, Morris Stein; 30, Toledo, Jack Lykes; 31, New Haven, Lou Brown; 32, San Francisco, William Coovert; 34, Houston, John Paul Goodwin; 35, New York, Max Cohen; 37, Denver, Hall Baetz; 38, Salt Lake City Tom Philibin:

In many instances, international officers and representatives will also serve as tent delegates.

International Officers

In addition to Wolf, the following International officers will attend:

John H. Harris, Pittsburgh; Jack Beresin, Philadelphia; Charles P. Skouras, Los Angeles; George Eby, Pittsburgh; Murray Weiss, Boston; Chick Lewis, New York; James G. Balmer, Pittsburgh; Nathan D. Golden, Washington; W. H. Lollier, Los Angeles; Carter Barron, Washington; Sam J. Switow, Louisville; William McCaw, Dallas; A. K. Rowswell, Pittsburgh.

The International representatives are: Dave Bershon, Los Angeles; William Elson, Minneapolis; Michael Felt, Philadelphia; Joseph C. Grant, Baltimore; George Hoover, Miami; Elmer Lux, Buffalo; Allan Moritz, Cincinnati; William O'Donnell, Dallas; Jack Rose, Chicago; Charles Smakwitz, Albany.

Additional Attraction

Although only one tent representative can vote at the conference, many additional tent officers and barkers are making the journey here this year because of the 23rd annual banquet of the mother tent, Pittsburgh Tent No. 1, which will be held Sunday night following the conference, and to attend the business sessions.

All of the visiting delegates, officers and representatives will be guests of the local tent at several social functions during their stay.

As a climax to the mid-year conference, all delegates will attend the 23rd annual banquet of the Pittsburgh tent which is being held in conjunction with the meetings. This industry affair will take on the appearance of an international event by reason of the attendance of delegates and officers from Canada, Mexico City and London.

M. A. Silver, zone manager for Warner Theatres operating out of Pittsburgh, general chairman for the banquet, announces that over 850 reservations have been received, including large groups from New York and all distribution centers around the country. He anticipated that before the date of the dinner, reservations will pass the thousand mark.

George Murphy, M-G-M star, will be toastmaster at the banquet. Following the speaking program an elaborate stage show will be presented under the direction of Joseph Hiller.

Banquet Feature

A feature of the banquet will be the presentation of gold life-membership cards to the 11 original organizers of the Variety Clubs, all of whom will be present at the dinner. This will be the first time in over 20 years that they will be honored as a group. Over 10,000 men of show business are now active in the 37 tents in the United States, Canada, Mexico and England.

The 11 original charter members who founded Variety 23 years ago are: John H. Harris, James Balmer, John McGreevy, John J. Maloney, Ralph Harrison, Eddie Fontaine, Dave Brown, Harold Dunn, John Morin, Red Lai and Jack White.

General Mark W. Clark, Chief of Army Field forces, and Dr. Ralph Bunche, Nobel Peace Prize winner, will be the principal speakers at the banquet.

Speaker's Table

At the speakers table, in addition to Clark, Bunche, and M. A. Silver, will be John Payne, Mayor David L. Lawrence, Richard K. Mellon, recipient of last year's Tent No. 1 Humanitarian Heart Award; Ezzard Charles, heavyweight boxing champion; Admiral Ben Morrell, Charles P. Skouras and General Brehon Somervell.

George Eby will preside over the Pittsburgh tent business meetings. International Night will be celebrated at the club tomorrow night. The delegates their wives and members will be entertained at a cocktail party tomorrow night. A hockey game Saturday night and the Steelers-Philadelphia Eagles National League football game Sunday also are on the agenda.

A. T. & T.-FCC

(Continued from page 1)

paign to break NBC's alleged domination of the television network picture.

The FCC said the hearings would concentrate on the way A. T. and T. is splitting up time during the current quarter on its coaxial cable and microwave relay facilities, and on what would be a fair basis for future allocation of that time. It is said a study showed that 399 desirable hours each week on these facilities, NBC has been allocated 160, CBS 114, ABC, 49 and DuMont 36, with only 40 hours a week free for further assignment.

E-L Court Case

(Continued from page 1)

permission to deposit with the court approximately $10,000 to be distributed by the latter either to certain FC creditors or to Kaufman as the court may decide.

Hearing on the motion was scheduled for yesterday, but one of the creditors, the Chemical Bank and Trust Co., asked that it be postponed so the bank would have time to secure counsel to represent its interests at a hearing.

The court then set next Wednesday for the hearing, and Augenblick at once acted to secure more time.

$150,000 Remittance To U.S. Film Firms

Washington, Oct. 19.—U.S. distributors will receive about $150,000 from El Salvador during the current year. This is based on an estimate that the U.S. will furnish about 75 per cent of the country's film imports, the U.S. Commerce Department reports.

MPIC Drive

(Continued from page 1)

some as recommending the rejection of the loyalty oath, said Schary. This is not so, he continued, explaining that a special committee will correlate all suggestions from the Council's 10 component organizations on the proposal and report back with recommended changes which all can agree.

"MPIC deplores the hysterical climate created by inaccurate . . . reports of its deliberations," the statement declared.

The statement continued, "MPIC is of course bitterly opposed to communism.

"The root of the matter lies no more in privately printed list of so-called communists than it does in industry-wide mass signing of oaths which perhaps may serve to whitewash the guilty."

At last night's MPIC meeting, an unanimous vote was given to executive secretary Art Arthur "of complete confidence in qualifications and management in the conduct of his position, including the area of public relations."

Making reports in behalf of the respective groups were C. B. DeMille, I. E. Chadwick, John Dales, Jr., William Perlberg, Y. Frank Freeman, Roy Brewer, Gunther Lessing, Valentine Davies, Ronald Rutledge, Paul Groesse.

Participating in the general discussion were Ralph Clare, Ben Martinez, Freeman, B. B. Kahane, Dore Schary and Kenneth Thomson.

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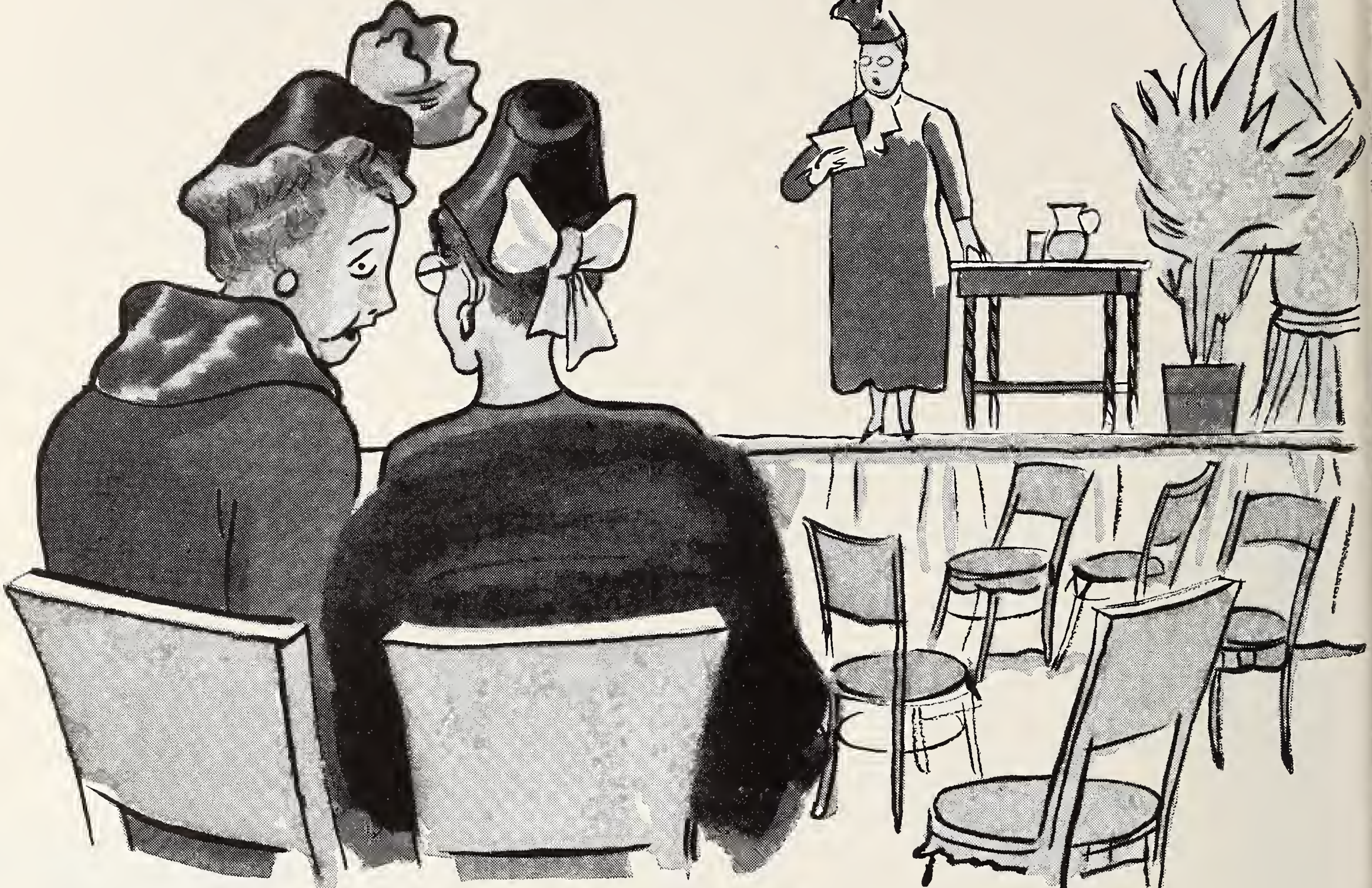

Sure, there's a meeting but it's at the COMPANION-approved movie. Happens again and again—and that's why the movie-makers invest more money in the COMPANION than in any other monthly magazine*.

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FIRST IN FILM NEWS

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VOL [illegible] NO. 78 NEW YORK, U. S. A., MONDAY, OCTOBER 23, 1950 TEN CENTS

'Brotherhood Week' Backed By Variety

Mid-Winter Meet Votes All-Out Aid for Drive

PITTSBURGH, Oct. 22. — Variety Clubs International, in convention at the William Penn Hotel here this weekend, unanimously approved participation in the forthcoming Brotherhood Week Drive. A motion was passed calling for full cooperation of all Variety Clubs to spearhead the drive in each tent city, and strongly recommended that each tent cooperate toward the success of the drive.

Local luncheons will be scheduled patterned after those staged annually in New York by the National Conference of Christians and Jews.

Reports of club activities were presented by the following International officers: Marc Wolf, Jack Berenson, Murray Weiss, Chick Lewis, Nate

(*Continued on page* 4)

S.P. Skouras Heads Brotherhood Unit

Spyros P. Skouras, president of 20th Century-Fox, has accepted the chairmanship of a world-wide committee created to extend the educational program of World Brotherhood, a new organization formed last June in Paris to promote amity and understanding among all people, it is announced by Nobel Prize physicist Dr. Arthur H. Compton, general chairman.

Skouras will head a global effort to build better intercultural relations, and to spread the principles of brotherhood through the establishment of

(*Continued on page* 3)

Skouras to Resume Talks with D. of J.

HOLLYWOOD, Oct. 22.—Charles P. Skouras, National Theatres president, accompanied by chief counsel, John Bertero, and other aides, will fly to Washington from here tomorrow for further theatre divestiture discussions with Department of Justice officials.

With him will be John Lavery, Bert Pirosh, and Pete Lundgren. Also accompanying Skouras will be Ernest Turnbull, managing director of Hoyts Theatres, Australia, but he will stop in New York instead of Washington.

Majors Cooperate, Encouraging Capital Exhibitors

WASHINGTON, Oct. 22.—Local exhibitors are much encouraged by two recent instances of distributor cooperation.

One instance was a sneak preview of 20th Century-Fox's "All About Eve" at the Apex Theatre, the first sneak preview to be held at a neighborhood theatre within memory of theatre owners here. The other was a cooperative ad which appeared in Washington papers with Paramount and exhibitors sharing costs, advertising the neighborhood break of "Sunset Boulevard."

Neighborhood sneak previews and

(*Continued on page* 4)

Two Areas Forming Compo Field Units

With field organization of Council of Motion Picture Organizations units progressing generally, word was received here at the weekend from two widely-separated cities regarding definite steps being taken in this connection.

Buffalo, N. Y., reports that COMPO executive vice-president Arthur L. Mayer, and special counsel Robert W. Coyne, will be there today to address a luncheon-meeting of the Motion Picture Theatre Owners of Western New York. With MPTO president George

(*Continued on page* 3)

4 Houses Will TV Truman's Address

Fabian's Fox Theatre, Brooklyn; Century's Marine and Queens theatres in Brooklyn and Long Island, respectively, and Pinanski's Pilgrim in Boston will show on theatre television President Truman delivering his message on the United Nations tomorrow.

Autry Presents QP Award to Scholl

Henry Scholl, manager of the RKO Capitol theatre, Trenton, N. J., was presented with his Quigley Grand Award in the 1949 competition, at "21" Club here on Friday by Gene Autry. Scholl won his plaque by staging "Gene Autry Day" in Trenton, N. J., in June, 1949.

Henry Scholl

Trenton's "Gene Autry Day" attracted approximately 75,000 people who witnessed a gigantic street parade, and every merchant in the town cooperated with displays of Gene Autry franchise merchandise. Every store window in the business

(*Continued on page* 3)

NLRB Queries 'Collarites' on Warehousemen Affiliation

The National Labor Relations Board in Washington has opened to question the right of the Screen Employes Guild to continue as bargaining representative for the 400-member "white collar" workers' and publicists' unit at the Paramount home office.

If the Board's action should result in SEG's disqualification at Paramount, which the union views as unlikely, the Guild might find it necessary to take immediate steps to protect its jurisdiction at Columbia, Loew's, Eagle Lion Classics, 20th Century-Fox, United Artists and other home offices covered in its contracts, it is understood.

The NLRB has informed SEG that it will deny the union's recent motion for certification at Paramount, where

(*Continued on page* 4)

Reach Settlement In Tiffin Trust Suit

CHICAGO, Oct. 22.—Plaintiff and defendants in the Tiffin Theatre anti-trust suit have reached an out-of-court settlement, and it is expected that the suit will be dismissed within the next two weeks, it was announced Friday by Tiffin Theatre Corp. attorney Seymour Simon.

The suit was to have come to trial sometime this fall before Federal Judge Walter J. Labuy. The setttlement was effected by the payment of an undisclosed amount, which covered the claim of the Tiffin for losses suffered over the period from Jan. 1, 1941 to May 8, 1945, during which time the plaintiffs operated the theatre.

(*Continued on page* 4)

Hyndman Says Theatre TV Quality Short

Tells SMPTE Present Systems Lack Clarity

LAKE PLACID, N. Y., Oct. 22.—Present television broadcasting standards do not permit the production of a screen image comparable in terms of definition, brightness and contrast with present motion picture screen quality, D. E. Hyndman, chairman of the television committee, told the closing session of the Society of Motion Picture and Television Engineers on Friday.

Pointing out there are two theatre TV systems available for commercial use; RCA's direct projection system constructed for eight megacycles band width, and the Paramount film storage system, built for nine megacycles, and both employing a 525 line scanning rate, Hyndman said to improve clarity of the screened image both the megacycle band and the scanning rate must be greater.

"In France, it has been decided that

(*Continued on page* 4)

Dividends Pay for Butterfield Stock

DETROIT, Oct. 22.—The $4,000,000 deal by which the University of Michigan acquired United Paramount Theatres' 25 per cent interest in Butterfield Theatres and its one-third interest in Butterfield Michigan Theatres will be paid for over a period of years from earnings of the stock, Alexander G. Ruthven, president of the University, said. The deal involved no use of funds appropriated by the University, he said.

J. Joseph Herbert of Manistique and Roscoe Bonisteel of Ann Arbor, regents of the University, were named

(*Continued on page* 4)

Small Delay on NPA Ban Seen

WASHINGTON, Oct. 22.—Officials of the National Production Authority said their order limiting non-essential construction might be delayed a few days.

They said the list was being gone over by an inter-agency committee, and would still have to go before a special NPA "order committee." As of now, however, theatres are still on the list of building to be banned, in addition to drive-ins.

NEWS in Brief . . .

DONALD O'CONNOR and Joyce Holden, stars of Universal-International's "The Milkman," left New York over the weekend for Milwaukee for advance press and radio activities in connection with the world premiere there of the film at the Riverside Theatre on Nov. 3.

•

Special packets of publicity material for Metro-Goldwyn-Mayer's "King Solomon's Mines," have been sent out to newspapers in every important city in the country, it is announced here by Howard Dietz, M-G-M vice-president of advertising, publicity and exploitation, and John Joseph, publicity head.

•

BOSTON, Oct. 22.—Variety Club of New England will give its 1950 Heart Award to Dr. Sidney Farber, scientific director of Children's Cancer Research, at a banquet to be held Nov. 13 at the Hotel Statler here, it is announced by Louis H. Gordon, chief barker. Children's Cancer Research was founded by the local tent and is now largely supported by efforts of the industry and the Boston Braves baseball team.

•

Television's search for ideas, writers and programs will be the subject of the American Television Society's second forum, to be held Thursday evening at the New York Advertising Club. Speakers will be Arthur Heinemann and Janet Wood, both of CBS-TV's editorial board, Annie Laurie Williams, authors' representative, and Henry Souvaine, independent producer.

Mochrie Heads Drive For Rogers Hospital

Robert Mochrie, RKO Radio distribution vice-president, has accepted the national chairmanship of the two-week "Christmas Salute" fund drive for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., it is announced by Abe Montague, director of the hospital fund and Columbia sales vice-president.

Mochrie will form a committee of entertainment leaders from every key city in the U. S. to supervise the drive, which runs from Dec. 15 to Jan. 1.

Mexican Studios Will Not Close

MEXICO CITY, Oct. 22.—Studios here are now working at full capacity and rumors that the plants will totally close from Dec. 20 to 31, which have alarmed Mexican and foreign producers—most of the latter U.S.—are unfounded, declares Felipe Palomino, secretary-general of the National Cinematographic Production Workers Union.

New House in Uruguay

The Cine Plaza, new 2,400-seat theatre built by the Gluckman-Cinesa interests in Montevideo, opened there on Friday.

Personal Mention

WALTER L. TITUS, JR., Republic division manager, left here yesterday on a Southern business trip.

•

FOSTER M. BLAKE, Universal-International Western sales manager, has returned to New York from a tour of the company's Western branches.

•

LOUIS B. MAYER, M-G-M first vice-president in charge of studio activities and MRS. MAYER have returned to the Coast from New York.

•

HERMAN HOFFMAN, assistant to FRANK WHITBECK at the M-G-M studios, arrived here at the weekend from the Coast.

•

ARTHUR EGBERTS of Loew's International theatre department, has left here on a one-month trip to Africa and Europe.

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is due to return to New York this week from Atlanta.

•

LEON J. BAMBERGER, RKO Radio sales promotion manger, returned here over the weekend from Louisville.

•

CARD WALKER, Walt Disney studio executive, returned to the Coast from New York over the weekend.

•

G. L. CARRINGTON, president of the Altec Companies, is in New York from Beverly Hills.

•

MICHEL SAFRA, French producer, will arrive here from Paris tomorrow on the *Liberte*.

•

EDWARD L. WALTON, Republic general sales manager is visiting Midwest exchanges.

$12 - Million Bid by CBS For Lee Station

HOLLYWOOD, Oct. 22.—In a move not entirely unexpected, the First National Bank of Akron, through which Columbia Broadcasting System is working, Friday made a high bid of $12,232,000 in open courtroom auction for the Don Lee television station and radio network and was accepted by Superior Judge Newcomb Condee.

An offer in sealed bidding of $11,200,000 was made by a group of Western business men headed by Les Hoffman and Edwin Pauley. Radio-video holdings held by Thomas Lee Estate are appraised at $10,000,000, the transfer must be approved by the FCC.

Annual SAG Meet Set for Nov. 12

HOLLYWOOD, Oct. 22.—The annual meeting and election of Screen Actors Guild has been set for Nov. 12 when reelection of Ronald Reagan as president is assured as there is no opposition.

Agenda includes current controversy with Television Authority over actors in television films.

Grovas Tops Mexican Producers Group

MEXICO CITY, Oct. 22.—The Mexican Motion Picture Producers Association is headed for the ensuing year by J. Grovas, president of Cinematografica Grovas, S. A., producers of Mexican pictures and distributor of Spanish films. Other new officers are Cesar Santos Galindo, vice-president, and Juan Bruguera, treasurer.

'Flags' Tie-up Drive

National tie-ups with Carvel Hall Cutlery and V-8 Vegetable Juice will promote 20th Century-Fox's "Two Flags West" in upwards of 15 national magazines having a combined readership of over 50 million.

TVA Units Will Vote This Week on Strike

The Chicago and Los Angeles units of Television Authority will hold membership meetings tomorrow and Friday, respectively, to vote on whether they favor giving the TVA board authorization to strike against the networks as the New York unit has voted. TVA, representing five AFL video performer unions, has been negotiating with the networks for minimum wages and working conditions. The New York unit voted strike authorization at a meeting last week when it appeared that the companies would not meet the union's demands.

George Heller, TVA national executive secretary, reported that at a negotiation meeting on Friday the companies continued in their refusal to meet wage demands, although "progress" was made with managements' expression of willingness to adopt a quarter-hourly and half-hourly basis for the paying for performer services.

Karlton in Phila. to Reopen as Midtown

PHILADELPHIA, Oct. 22.—William Goldman's Karlton Theatre, which is now closed for complete remodeling and renovation, will be reopened around Christmas and will be known as the Midtown.

This is Philadelphia's second first-run theatre within a year to be refurnished by Goldman as a mid-city deluxer. The new Midtown will have a seating capacity of 1,000 and is expected to specialize in class films for extended runs.

New Goldwyn, Jr., Film

HOLLYWOOD, Oct. 22.—Samuel Goldwyn, Jr., has slated for production "I Want You," a feature dealing with America's war remobilization. He will leave here this week for Washington to confer in this connection with U. S. Draft Director Lewis B. Hershey. Dana Andrews and Farley Granger will star in the film.

Newsreel Parade

PRESIDENT TRUMAN's speech and the Red elections in Berlin take the spotlight in the current newsreels. Other items include the Dionne Quints on a visit here and various sport events. Complete contents follow:

MOVIETONE NEWS, No. 85—President Truman's foreign policy speech[illegible]: years of UN sees peace nearer to [illegible]. East Berlin plebiscite. Dionne Quints here. Connie Mack, 88. Horsemanship.

NEWS OF THE DAY, No. 215—President Truman warns Soviet; lauds MacArthur. West Germans show up Red election. Dionne Quints in New York aid charity. Equine stars. Football. Bullfighting.

PARAMOUNT NEWS, No. 18—Sports: international weight lifters, Connie Mack retires. Spanish riding school. George Bernard Shaw in first pictures since leaving hospital. Red election in Berlin. Dionne Quints here.

TELENEWS DIGEST, No. 42-B—San Franciso: President Truman reports. Indo-China reports. Korea: marines at ease, G.I.'s have difficulty pronouncing South Korean names. Maurice Chevalier at 62, Dionne Quintuplets here.

UNIVERSAL NEWS, No. 397—President Truman's foreign policy speech gives Reds warning. People in the news: Marta Toren, Alexis Smith. Dionne Quints here. Spanish riding. Weight lifting.

WARNER BROTHERS, No. 122—Dionne Quints visit here. President Truman on Asia policy. Propaganda war flares as Red Germany votes. Connie Mack steps down. Paris muscle duel. Football. Vienna trophy on tour.

Jeffers Loses Libel Suit Against SEG

HOLLYWOOD, Oct. 22.—The $200,000 libel suit brought against the Screen Extras Guild and its officers by Mike Jeffers, head of the now defunct Screen Players Union, has been ruled out of court by Superior Judge William B. McKesson.

Judge McKesson ordered Jeffers to pay Guild expenses of $3,686 in attorney fees and court costs. The action grew out of a bulletin to Guild members decrying the alleged disruptive actions of the Screen Players.

2 New Drive-ins for E. M. Loew Theatres

HARTFORD, Oct. 22.—E. M. Loew Theatres plans construction of a $125,000, 850-car drive-in theatre on Route 6 at Farmington, Conn., this fall.

George E. Landers, Hartford division manager for the circuit, has disclosed that the circuit will also open next spring a 1,200-car drive-in now under construction at West Boylston, Mass.

Keough to Head Drive

Austin C. Keough, Paramount Pictures general counsel, has accepted the chairmanship of the motion picture division of the 1950 fund appeal for the Travelers Aid Society of New York, which seeks $309,000 to support its current activities.

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Skouras Heads

(*Continued from page* 1)

World Brotherhood chapters in the major cities of the free countries.

In accepting the post, Skouras said: "I believe that this work is of the utmost importance to the free world at this time. It is enormously vital that we bring home to the world our detestation of intolerance and bigotry not o[illegible] by our endeavors in this countr[illegible]t by helping in every way we can to apply our faith in aid of our neighbors. We must penetrate into the countires behind the Iron Curtain with our message."

The world-wide effort to be directed by Skouras will follow the operation methods maintained in the U. S. during the past 22 years by the National Conference of Christians and Jews. Serving with Skouras on the extension committee are the three national co-chairman of NCCJ, Charles E. Wilson, president, General Electric Company; Thomas E. Braniff, president, Brainff International Airways; and Roger W. Straus, chairman, American Smelting and Refining Co.

Others on the committee include Dr. Everett, R. Clinchy, president NCC; Basil O'Connor, president, National Foundation of Infantile Paralysis; J. Robert Rubin, vice-president, Loew's, Inc., and Murray Silverstone, president, 20th Century-Fox International.

File N. Y. Certificate

ALBANY, N. Y., Oct. 22.—Stanley Kramer Distributing Corp., of Los Angeles, has registered a certificate to conduct motion picture business in New York.

Review

"He's a Cockeyed Wonder"

(*Columbia*)

SLAPSTICK and buffoonery give this vehicle the authentic Mickey Rooney stamp and his fans will undoubtedly enjoy the proceedings. Although director Peter Godfrey has pretty well milked the situations in Jack Henley's story, the results are pleasant rather than piquant, due to the lack of any element of surprise or originality. Rudolph Flothow produced.

Attractive Terry Moore acts as a perfect foil for Rooney while remaining quite charming. She has a fresh appeal that even the general nonsense cannot hide. William Demarest is once more cast as the blustering father, making the most of it, as always. As a fumbling and unsuccessful orange packer, Rooney finds Demarest will not let him marry his daughter, Miss Moore, because he is a failure. Mickey thinks his fortunes have changed when he discovers his deceased uncle has left him his entire estate. But unfortunately the estate consists of magician's paraphernalia and little money. While trying to turn magician, Mickey and his assistant, Terry, are kidnapped by payroll bandits. A number of accidents save the couple, provide a number of laughs and enable the hero and heroine to capture the gang and save the payroll.

Running time, 77 minutes. General audience classification. For October release.

Sen. Johnson Defends TV Color Decision

WASHINGTON, Oct. 22.—Senator Ed Johnson, chairman of the Senate Interstate Commerce Commission, has issued a strong defense of the Federal Communications Commission's CBS color television decision, and attacked radio set manufacturers for "a sit-down strike" to hamper the Commision.

Senator Johnson pointed out that a special group of five top scientists named by his committee has studied the TV color situation and reported that things were ready for commercial color telecasting. He declared that the FCC is required by law to protect the public interest.

'Paris 1900' Bows Today

"Paris 1900" will have its American premiere today at the Paris Theatre here. A supplementary attraction will be a 25-minute color short on the life and work of the American painter Grandma Moses.

Compo Field Units

(*Continued from page* 1)

J. Gammel presiding, the organization will set up a Buffalo exchange area committee of COMPO.

Minneapolis reports that Harry B. French, Ben Berger and W. H. Workman have been named a committee to develop the foundation there of a local COMPO unit.

London Junket Set For 'Mudlark' Bow

A contingent of motion picture reviewers will fly to London for the Command Performance of 20th Century-Fox's "The Mudlark," starring Irene Dunne, on Oct. 30 at the Empire Theatre.

The New York delegation will leave LaGuardia Field by TWA on Wednesday for London, where they will take part in a series of social and cultural activities preceding the premiere.

Autry Presents

(*Continued from page* 1)

district was loaded with Gene Autry clothing, accessories and trinkets. It was the biggest local municipal holiday of record.

Friday's Luncheon

At Friday's luncheon Autry expressed his appreciation to Scholl, who entered his campaign with the *Managers' Round Table* in the third quarter of 1949, as a contender for the Quigley Awards, and who won the third quarter semi-finals and later, one of the two annual Grand Awards, at the judging at the Waldorf-Astoria Hotel here last March.

Following the luncheon, Scholl and Mrs. Scholl were guests of Autry at the Rodeo at Madison Square Garden, and at the Warwick Hotel, where Autry has his headquarters in New York.

Loaded with GREATNESS

Herbert J. Yates presents

"RIO GRANDE"

starring

JOHN WAYNE • MAUREEN O'HARA

JOHN FORD'S greatest

...3-TIME ACADEMY AWARD WINNER

COMING SOON FROM REPUBLIC

'Eve' Grosses Up In Continuous Run

The start of the continuous performance policy Friday at the Roxy Theatre here of Darryl F. Zanuck's "All About Eve" showed improved conditions over the opening day, it was announced by A. J. Balaban, executive director of the theatre.

Five shows a day are now being presented instead of the former four.

Toronto Exhibitors To Hear TV Report

TORONTO, Oct. 22.—A report on television in relation to motion picture exhibitors, based on a wide survey, will be presented by H. C. D. Main of Toronto, past president, at the annual meeting of the Motion Picture Theatres Association of Ontario, which is scheduled for Oct. 31 at the King Edward Hotel here.

Main, an independent exhibitor with three theatres, will deal with the prospective effect of television when it is introduced in Canada, possibly in a year's time.

Queries 'Collarites'

(*Continued from page* 1)

it has been entrenched for many years, if the Guild does not show "good and sufficient cause" that it is justified in representing the workers in the face of the recent merger of United Office and Professional Workers of America with the Distributor, Processing and Office Workers of America. UOPWA, SEG's parent union, dissociated itself a few months ago from the CIO. DPOWA, an independent international with a large membership of warehousemen and tobacco workers, may not be the proper representative for SEG members, the NLRB infers.

When the merger with DPOWA was consummated, SEG moved for Board certification at Paramount, but the Board raised the question as to the indentity of UOPWA as a separate organization and gave the Guild until Oct. 26 to "show cause."

Calls It 'Procedural'

Leo Pomerance, SEG business agent, on Friday termed the Board's move "procedural rather than substantive," and expressed confidence that the union's attorneys would satisfy the NLRB with the "good and sufficient cause" that is sought. The entire matter, he added, was a "technical" one.

Pomerance said also that the Guild has had in its files for some time a "letter" from Paramount that indicated the company was willing to "go along" with Guild mergers. A company spokesman said on Friday that the issue was solely between the NLRB and the union and that the only extent to which Paramount "went along" with SEG was to recognize SEG as a merger of Screen Publicists Guild and Screen Office and Professional Employes Guild, two separate unions with which the company had contracts.

Releases Swedish Films

Swedish feature pictures will be distributed in the U. S. by Brandon Films, Inc., for Scandia Pictures Co., according to an announcement by Thomas J. Brandon.

Variety Backs Brotherhood

(*Continued from page* 1)

Golden, Joseph Balmer and William McCraw.

The 23rd annual banquet is scheduled to be held tonight. Gold life-membership cards were presented to the 11 original organizers of the Variety Clubs. They are: John H. Harris, James Balmer, John McGreevy, John J. Maloney, Ralph Harrison, Eddie Fontaine, Dave Brown, Harold Dunn, John Morin, Red Lai and Jack White.

Farber Honored

Dr. Sidney Farber of Boston also was voted a life membership and awarded a gold card, with presentation to be made on Nov. 13 at the Boston Tent banquet where he will also receive the Great Heart Award of that Tent.

The meeting approved the application for a charter from Las Vegas showmen. The unit will be known as Tent No. 3 of Variety Club of Southern Nevada. A charter for a Tokyo tent was taken under consideration, and will be acted upon following an investigation of qualifications.

George Eby, International treasurer, read to the business meeting a financial report. A motion was made to redraft and clarify the organization's constitution.

M. Blanc, general chairman for the 1951 convention, to be held in Philadelphia, gave a preliminary report of plans for that event.

International business sessions were presided over by chief barker Marc Wolf, and Eby presided at the Pittsburgh tent business meetings which were held simultaneously with the International's.

An estimated 50 members and guests are on hand. Banquet speakers tonight will include Gen. Mark W. Clark, Dr. Ralph Bunche, M. A. Silver, John Payne, Mayor David L. Lawrence, Richard K. Mellon, Ezzard Charles, Admiral Ben Morrell, Charles P. Skouras and Gen. Brehon Somervell.

$1,405,103 Bank Credit

MEXICO CITY, Oct. 22.—The Banco Nacional Cinematografico, the trade's own bank, a semi-official institution, announces in its latest balance sheet, that for Sept. 30, the granting of loans, credits and discounts totaled $1,405,103.

Majors Cooperate

(*Continued from page* 1)

cooperative advertising were two points in an eight-point business-boosting program which the local theatre owners association approved last month. The key point, 21-day availability for all features, was discussed recently at a meeting between a special committee of exhibitor leaders and Washington exchange managers, and the exchanges are supposed to be taking the matter up with their home offices.

8 Point Program

Exhibitors would not say the two recent developments were a direct outgrowth of the eight-point program, but indicated they felt the one had something to do with the other. Frank Boucher, general manager of the K-B circuit, which owns the Apex, and chairman of the exhibitors group which drew up the eight-point program, said the "All About Eve" preview went over very well, and that exhibitors showing "Sunset Boulevard" during the past weekend reported excellent business, which they attributed largely to the ad.

Tiffiin Settlement

(*Continued from page* 1)

The Tiffin, on Chicago's Northwest side, now plays the product of most of the distributors on second outlying run, which is two to three weeks after first run exhibition in the Chicago loop.

Butterfield

(*Continued from page* 1)

to represent it on the Butterfield board of directors. The present theatres' management, headed by M. F. Gowthorpe, president, is not affected by the minority stock transfer.

Nizer in FJP Post

Louis Nizer, industry attorney, has been named 1950 chairman of the lawyers division of the Federation of Jewish Philanthropies of New York, it was announced yesterday by Simon H. Fabian, Otcober chairman for the Federation's $20,000,000 campaign on behalf of its 116 member hospitals and social service institutions. Nizer succeeds Irving H. Saypol, U. S. Attorney for the Southern district.

Hyndman

(*Continued from page* 1)

programs will be distributed on a 14 megacycle band and with 819 scanning lines in order to approach motion picture screen quality," he said. "The demand is for color theatre TV now, but to transmit that may require a minimum band width of 25 megacycles to a maximum of 50."

Probes Noise

A sub-committee of the SMPTE theatre television committee is investigating the random noise level, signal to noise ratio and like characteristics to provide specifications for the common carrier which will transmit theatre TV program by radio or coaxial cable, Hyndman reported. In addition, representatives of the common carriers, like A. T. & T. and Western Union, and equipment manufacturers are working with the theatre television committee to figure cost data on distribution facilities.

"It is hoped that some specific recommendations can be made in the report to the society next April," he said.

Single Convention

The possibility of a single national convention, rather than the two conducted annually by the SMPTE, with regional sections undertaking additional meetings, was thrown out to the membership for their consideration by Earl I. Sponable, retiring president. No action on this proposal is expected until Peter Mole, newly-elected president, take office, it was said.

AMPA'S BIG LUNCHEON FOR OCTOBER!!!

★

Don't miss the AMPA luncheon that will honor the Academy of Hollywood for its role in awarding "Ocars" through the years . . . with Academy President Charles "Sunset Blvd." Brackett flying in specially to attend.

THE CHAIRMAN OF THE EVENT WILL BE ONE OF THE INDUSTRY'S MOST IMPORTANT FIGURES . . . PLUS MANY NEW YORK AND HOLLYWOOD STARS AS SPECIAL GUESTS

Time and Place: THURSDAY, OCTOBER 26th, at 12:30 sharp at the Piccadilly Hotel

Make your reservations now by telephoning

MARJORIE HARKER

at March of Time Office, JUdson 6-1212, Extension 345. The price is only $2.50 for this great luncheon event.

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VO[illegible]8. NO. 79 NEW YORK, U.S.A., TUESDAY, OCTOBER 24, 1950 TEN CENTS

Para. Directs Sales Use of Work Sheets

Schwalberg Will Fulfill Commitment to Allied

All Paramount branch managers have been instructed by A. W. Schwalberg, head of distribution, to put work sheets into use in their territories, copies of which are to be left by salesmen with all exhibitors who request one.

Schwalberg's action fulfills an agreement to that effect which he gave Allied States' officials at the national convention in Pittsburgh early this month.

While no specific charges against Paramount were made, Allied officials had reported that small exhibitors attending the convention film buying clinics had complained that salesmen were "forcing" pictures and that prices for a group of pictures

(*Continued on page* 10)

German Pact Victory Seen

With the U. S. State Department committed to support American distributors in their battle against threatened West German film import restrictions, prospect of an early victory loomed yesterday for the U. S. companies with the disclosure that John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, will sail this evening for Europe aboard the *S. S. Queen Elizabeth* to confer with American Military Government officials in Frankfort.

Moreover, McCarthy, who will be abroad four weeks, will

(*Continued on page* 10)

Columbia Drive to Honor Montague

Columbia will honor sales vice-president A. Montague in its annual sales and liquidation drive, the "Montague Sweepstakes Sales and Liquidation Drive." The campaign will be conducted in two parts, the first, the "qualifying round" running for 13 weeks from Oct. 27 through Jan. 25, and the second. the "home stretch,"

(*Continued on page* 10)

Truman TV Speech On Para. Screen

President Truman's Charter Day address celebrating the fifth anniversary of the United Nations will be televised from UN headquarters on the giant screen at the New York Paramount Theatre today.

Boston's Pilgrim Theatre also will present President Truman on its theatre screen, reports Samuel Pinanski, head of American Theatres. And so will Fabian's Fox Theatre, Brooklyn, and Century's Marine and Queens theatres in Brooklyn and Long Island, respectively.

Variety Acts to Widen Welfare Programs of Tents

Pittsburgh, Oct. 23.—A broadened program of charitable activities undertaken by various Variety tents was foreseen as the midwinter meeting of Variety Clubs International here approved a motion to have a committee appointed to re-draft and clarify the existing constitution and by-laws to enable the 39 tents to further welfare purposes which are restricted at present.

Victor Blane of Philadelphia made

(*Continued on page* 8)

'Eve' Skyrockets As Most Broadway Runs Dip A Bit

Sparkling fall weather at the weekend lured hosts of New Yorkers to parks and countryside, causing grosses at Broadway's first-runs to falter somewhat, especially at matinees. An exception in this connection, however, was the Roxy, where 20th Century-Fox dropped its widely-heralded "scheduled performance" showings of "All About Eve." Under the resumed continuous performances policy, the picture and accompanying stage show figure to bring the house a skyrocketing $120,000 for the second week, following a $100,000 first week of "scheduled performances."

A general pick-up in business is indicated meanwhile by virtue of the large number of films

(*Continued on page* 10)

Theatre TV Football Grosses Are Mild

Theatre telecasting of mid-west football games on Saturdays are still drawing moderate attendance in Detroit and Chicago, according to reports received yesterday from Motion Picture Daily correspondents in those cities.

Telecasting on the screen of Detroit's Michigan Theatre of Saturday's Michigan-Wisconsin game drew a

(*Continued on page* 10)

TOA Search for President Speeded; Far West Favored

Los Angeles, Oct. 23.—Theatre Owners of America's search for a man from the Far West or South who can devote most of his time to duties as president of the organization is being speeded up in the final week before the election of officers at Houston next Sunday.

According to reports, TOA board members who will choose the new slate of officers in advance of the opening of the organization's annual convention at the Shamrock Hotel, have not yet agreed on a candidate for president in sufficient numbers to assure his election.

Directors, however, are said to be in full agreement on designation of a head man who hails from either the Far West or South, which have not

(*Continued on page* 10)

Lockwood Asks TOA To Reelect Pinanski

Boston, Oct. 23.—The term of the president and chairman of the board of the Theatre Owners of America should be extended to a minimum of two years, according to Arthur Lockwood, former president and present board chairman.

"I found during my own term as president," Lockwood said, "that it took several months to get familar with the details of the organization. It is unfair to the salaried executives to have a new man coming in every year.

"At the present time I know that our president, Samuel Pinanski, is

(*Continued on page* 10)

Katz, Kramer May Form New Production Co.

May Include Kramer's Own Distributing Unit

Hollywood, Oct. 23.—Conferences looking toward the formation of a partnership between Stanley Kramer and Sam Katz were under way here today.

The scope of the proposal was described as having the possibility of developing into "the biggest independent production deal since the formation of United Artists," 31 years ago.

Its objectives are two-fold: A vastly-enlarged production program under the Kramer banner by a reorganized production company, and releasing arrangements under the recently formed Stanley Kramer Distributing Corp., organized as a California corporation.

While it is emphasized that the deal is still in the discussion stages, it was

(*Continued on page* 8)

SDG Upholds Mankiewicz

Hollywood, Oct. 23.—A seven-hour session of the Screen Directors Guild ending early today resulted in a resounding victory for Joseph L. Mankiewicz, president, who had opposed the Guild's intra-mural loyalty oath.

Mankiewicz received a unanimous vote of confidence from members who requested the immediate resignation of the entire SDG board of directors. Mankiewicz was instructed to take steps for the election of a new board within a week.

In the meantime, control of SDG's affairs will be in the hands of Man-

(*Continued on page* 3)

McNutt Wants New UA Option Terms

Hollywood, Oct. 23.—Paul V. McNutt, United Artists board chairman, has arrived here from New York to discuss with Mary Pickford and Charles Chaplin the possibility of revising the terms of the $5,400,000 option deal under which he, Frank McNamee and Max Kravetz took over

(*Continued on page* 3)

Personal Mention

GEORGE J. SCHAEFER, sales chief for Stanley Kramer Productions, returned to his office here yesterday after two weeks in France and England.

•

WILLIAM C. MACMILLEN, JR., president of Eagle Lion Classics, is due in New York today by plane from Hollywood.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, will return to New York today from San Francisco.

•

ROBERT J. RUBIN, industry attorney, and MRS. RUBIN, are en route to New York from Hollywood by automobile.

•

KARL HERZOG, executive vice-president of Cinecolor Corp., has returned to the Coast from New York.

•

IRVING ASHER, Paramount producer-director, arrived here from England Sunday on the *Queen Elizabeth.*

•

JAMES A. MULVEY, Samuel Goldwyn Productions president, arrived in New York yesterday from the Coast.

Video Clauses Put In ELC Contracts

HOLLYWOOD, Oct. 23.—Eagle Lion Classics says it has become the first distributor to include television showing clauses for all of its future product, company president William C. MacMillen, Jr., said prior to his departure by plane tonight for New York.

Two-thirds of the contracts now in force provide that ELC can, but is not obligated to, arrange for television showings from 18 months to two years after the original theatrical release dates, according to the ELC president.

However, should a producer arrange his own video deals after theatrical showings run out, the distributor would still benefit in varying percentages, some contracts calling for 10 per cent.

All video clauses are subject to individual negotiations for each deal, but all are predicated on the attitude of James C. Petrillo's American Federation of Musicians.

New Company to Sell Rank Product Here

Fine Arts Films, Inc., has been formed here for the distribution of art films in America. President of the corporation is Dr. Arthur M. Epstein.

Six films have been purchased from Rank for American distribution. Three delivered and being prepared for release, are "The Inheritance," "Hue and Cry" and "Train of Events." "The Inheritance" is scheduled for November release.

Insider's Outlook

By RED KANN

THE Bureau of the Census, where all statistics are preliminary until officially final, now calculates the population of continental United States according to the 1950 census is 150,555,592. Roy V. Peel, director of the Bureau, makes it clear this is still subject to adjustment although the conclusion is final enough.

This is it: That the growth between the current census and the last tally which was 10 years ago, is an all-time record and that there are about 19,000,000 more men, women and children around now than there were then.

■

The statistics which wash off the total are varied, multiple and staggering. Such as, for instance:

That the population had nearly doubled itself in 50 years.

That the West leads the other three major geographical regions in population growth in the last 10 years—5,528,962 or 39.8 per cent if you want it exactly—whereas no other region increased by more than 12.6 per cent.

That the South is runner-up with a gain of 5,265,453 or 12.6 per cent; North Central places third at 4,086,431 or 10.2 per cent and the Northeast fourth at 3,305,471 or 9.2 per cent.

That California ran away from all contenders in amount and rate of increase, adding 3,582,683 persons, or 51.9 per cent, between '40 and '50. Oregon's increase of 38.8 per cent and Washington's — the State, that is—of 36.1 per cent, in combination with their neighbor to the South, comprise the fastest growing section of the nation in the last decade.

It is interesting that, of the 150,555,592 accredited to the continental United States, 149,855,592 persons are counted in the 48 States and the District of Columbia, the difference being explained by such classifications as crews of American vessels in various ports and transients who were counted while away from their homes.

■

Making its debut now is the 1950-1951 edition of the *International Motion Picture Almanac* which estimates average weekly attendance at motion picture theatres in the United States in 1949 at 87,500,000, drawing this statistic off Federal admissions tax returns for that year. Other authorities subscribe to different, and lower figures. We have heard several, and so, of course, have you.

■

Perhaps one of these days COMPO will get going on machinery to find out what the attendance figure actually is. But what stands out now in unmistakable terms is the vast differential between population figures and theatre attendance figures. Allowing for infants, shut-ins and all other categories which properly cannot be included in any audience potential, it is apparent there are in this country millions on whom a selling job remains to be done.

Increasing the market is a fundamental of any commercial enterprise. It is nonetheless applicable to films, but one would get the impression this industry is committed forever more to continue its operations in a vacuum of its own peculiar manufacture.

It's high time the ozone of reality was let in.

■ ■

The University of Michigan is now in the theatre business via acquisition of United Paramount Theatre's 25 per cent interest in the Butterfield circuit. This could raise a number of interesting points. For instance:

Will the University go all-out for exhibition and bypass football? If so, what will the student body think?

Maybe they can compromise by pressing cheer leaders and cheering sections into service as ballyhoo during the off-football season.

Imagine a couple of hundred smartly-sweatered boys and girls, too, whooping it up for the current run of "All About Eve" and the job that can be done on behalf of Lana Turner's next?

■

The possibilities are numerous and do not exclude Charlie Skouras, once National Theatres is separated from 20th Century-Fox.

If Charlie can make a business deal with UCLA, think of the glamour it can add to theatre operation in the Los Angeles area!

Both Sides Rest In Windsor Suit

BALTIMORE, Oct. 23.—Lawyers for both sides rested their case today in the anti-trust suit filed by the Windsor Theatre against Walbrook Amusement Co. in Federal Court here.

Judge Calvin Chesnut reserved decision. He stated two points are to be considered, whether or not the companies have conspired to prevent the Windsor from getting first-run pictures and whether or not the status of the law is such that the companies have to offer their pictures on similar runs to competing theatres or on a theatre-by-theatre basis and picture-by-picture without discrimination.

French Answer on Conversions Delayed

WASHINGTON, Oct. 23.—The State Department does not expect any reply from the French Government before mid-November on the recent State-MPAA protest over the French ruling on remittance of "old debt" earnings, a State Department official said here today.

It all ties in with when the French Minister of Finance and Economic Affairs, Maurice Petsche, returns to France.

Taylor, Maynard in Joint 6-Film Pact

HOLLYWOOD, Oct. 23.—Lawrence Taylor Productions here and George Maynard Productions, Ltd., of London have signed an agreement covering the joint production of six films over a five-year period, the first of which is "The Silver Nutmeg."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

"DARK CITY"
A HAL WALLIS PRODUCTION
Introducing CHARLTON HESTON • And Starring LIZABETH SCOTT
VIVECA LINDFORS • DEAN JAGGER
DON DeFORE
Directed by WILLIAM DIETERLE
A Paramount Picture
in person
MOREY AMSTERDAM
RICHARD HAYES
DICK AND DOT REMY
CHARLIE VENTURA
And His Orchestra
extra
JANIS PAIGE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Stars of "The 3rd Man" together again!
JOSEPH COTTEN and VALLI
WALK SOFTLY, STRANGER
Brandt s GLOBE B'way & 46th St.

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National Pre-Selling

William B. Carr has been appointed vice-president and advertising director of *McCall's Magazine,* it was announced by Otis L. Wiese, editor-publisher of *McCall's.* Since 1[illegible] and until h[illegible]esignation this week, Carr had been advertising manager of *Time Magazine.*

William B. Carr

In the advertising field for 23 years, Carr joined *Time* in 1934 and became Chicago manager of that publication in 1937. Active in Chicago advertising circles, he was elected president of the Chicago Federated Advertising Club in 1941. Under his direction the club planned and sponsored the first wartime "National Salvage Campaign" for the U. S. War Production Board. As a result of his work in this campaign, Carr joined the War Production Board (on loan from *Time*) as head of the Periodical Publishers National Committee and organized the nation's magazine salesmen behind the waste paper salvage program.

Carr succeeds John E. Smith, who has been appointed executive vice-president of *McCall* Corp's new service magazine *Better Living.*

•

Because Charm's expanded editorial policy is based on service to women who work, and working women are among the nation's top film-goers, the magazine's "New Movies" department will review outstanding films slated for general release. Jesse Zunser will recommend important new films for these women for whom motion pictures are a major source of after-five entertainment.

•

Furniture "to please a lady" is the subject of co-op advertising and will be available at retail stores in more than 80 cities, through a tieup effected by M-G-M with a famous designer and manufacturer, for the promotion of Barbara Stanwyck's new picture, "To Please a Lady." Furniture buyers and display directors for a complete list of retail stores have been alerted to contact their local theatre managers for mutual aid and benefit.

•

Radio stations throughout the country are expected to send out calls for prize-winners in previous national giveaway shows to take part in a gigantic salute to 20th Century-Fox's new comedy, "The Jackpot," which stars James Stewart and is set for release in November. The picture is based on a story of radio giveaways and broadcasters will be asked to tie in with exploitation of the film, but they will have to keep their sense of humor to do it.

•

Donald O'Connor and Joyce Holden, who have been in Atlantic City for the world premiere of Universal's "The Milkman," are currently in Milwaukee for the opening at the Riverside Theatre.

—Walter Brooks

Review

"Paris 1900"

(*Mayer and Kingsley*)

A FOND and nostalgic glance at Paris from the opening of the century to the start of the first world war is taken in "Paris 1900." The city is like a glamorous lady and a record of it in a passed era has been captured in this production through the careful sifting and editing of countless pictures, old clips and newsreels. A competent job has been done all around and it adds up to strong appeal for selective audiences.

This account of Paris as it once was is a balanced one, catching its mood of mirth and hope as well as its atmosphere of poverty and gloom. The picture flashes countless personalities of fame from all fields of endeavor. We see such figures as Sarah Bernhardt, Maurice Chevalier, Georges Carpentier, Leon Blum, Leo Tolstoy, Andre Gide, and others. Also recreated is the political, cultural and social ferment of the period. These aspects are so rich and varied that there is enough in the film to catch the favor of all audiences of a discriminating type. There are times when the photography is quite brash in its presentation of the bygone days.

John Mason Brown has written an eloquent narration which Monty Woolley delivers in crisp style. An Arthur Mayer and Edward Kingsley presentation, it was produced by Pierre Braunberger.

Running time, 76 minutes. Adult audience classification. October release.

Mandel Herbstman

Carpenter Setback In IATSE Fight

Washington, Oct. 23.—The Carpenters Union was given another setback by the U. S. Supreme Court today in the continuing fight against the IATSE and the studios. The Court denied a carpenters request for a direct order to the National Labor Relations Board to prosecute unfair labor practice charges against the IATSE and the studios and drop all proceedings looking toward certification of "IA" as the proper bargaining agent for studio carpenters.

The carpenters request, a highly unusual proceeding seeking writs of mandamus and prohibition from the high court to the NLRB was denied without opinion or reason being given by the justices. Two weeks ago the Court turned down appeals by the carpenters from lower court decisions throwing out a series of damage suits against IATSE and the studios.

McNutt-U. A.

(*Continued from page* 1)

management of the company last July.

McNutt declined all comment today, however, on any phase of the conversations, including the report that Miss Pickford and Chaplin have been given a deadline by which to make up their minds about changing the deal.

The reports have it that recent UA audits indicated the option price was too high and that, unless it is lowered, McNutt stands little chance of obtaining new financing for the company. If the option terms are not changed, reports have it that McNutt, McNamee and Kravetz may resign.

SDG Upholds

(*Continued from page* 1)

kiewicz and a committee of past-presidents of the organization. Recall petitions directed against Mankiewicz are to be destroyed, uncounted.

Five directors will be named to investigate charges of irregularity against certain members of the board and a paid SDG employe, Vernon Keays, executive secretary pro tem, leading up to recall move.

A vote of confidence also was given 25 directors and members who opposed the recall action.

McKenna To Compo Buffalo Planners

Buffalo, Oct. 23.—George H. McKenna today was named temporary chairman of a steering committee which will meet soon to organize a Buffalo exchange area committee to work with COMPO.

Arthur L. Mayer, executive vice-president of COMPO, and special counsel Robert W. Coyne flew to Buffalo from New York to address a local meeting.

Mayer explained COMPO and what it plans to accomplish and asked for wholehearted support.

He declared that the industry faced the greatest crisis in its history and that it was high time every one went out and fought for a united industry.

Coyne said that the three big things that the industry had to fight today were taxes, television and talk." He said TV cannot be stopped, cannot be fought, and that the industry must find a way of joining it. "Taxes and talk" are equal enemies with TV. Irresponsible statements from all sources must be stopped, said Coyne.

SAG Annual Meeting Set for November 12

Hollywood, Oct. 23.—With an agenda designed to bring discussion of "many important matters that will directly affect the earnings of members in pictures and television," the Screen Actors Guild will hold its annual membership meeting at the Hollywood Legion Hall on Nov. 12.

Meanwhile, ballots for the annual election of officers and members of the board of SAG have been mailed to members. Ronald Reagan, incumbent, and William Holden have been nominated on the official slate for president and first vice-president.

Sargoy in Capital On Copyright Meet

Edward A. Sargoy of Sargoy and Stein, is in Washington, from New York, as a member of the professional and industries panel advising the U.S. delegates in the UNESCO conference of experts of various nations considering a possible world copyright convention.

The 12-day meeting commenced yesterday in the Library of Congress.

'IA' Acts to Aid NSS Trailer Flow

As a gesture of cooperation with National Screen Service, IATSE headquarters here is urging member projectionists throughout the country to return promptly to NSS trailers that have been used.

W. M. Brenner, NSS operations vice-president, informed the "IA" that the company is being compelled to make extra prints of trailers because numerous projectionists are slow in returning them after they have completed runs.

Crowded Agenda Faces Compo Meet

A crowded calendar will be awaiting the two-day meeting of the Council of Motion Picture Organizations' executive board when it opens here on Nov. 16-17.

Ned E. Depinet, COMPO president, has informed board members that the industry "Star-Makers Contest," suggested last spring by Leonard Goldenson, United Paramount Theatres president, will be considered for sponsorship by COMPO at the next meeting. Also up for consideration will be a proposal that the University of Michigan's research department undertake the COMPO survey to determine public attitudes toward motion pictures.

The proposed survey would cost an estimated $60,000, of which the University would pay $40,000, retaining publication rights to the information obtained. Michigan's research department is headed by Dr. Rensis Lickert, who has conducted similar studies for Federal agencies, industrialists and insurance companies. Although COMPO would suggest question categories and obtain assurances that sensationalism would be avoided, there reportedly is some objection to the proposal on the grounds that such a survey should be entirely an internal project, with COMPO retaining sole rights to the information obtained.

The meeting also will give consideration to plans for revising the financial assessments for smaller theatres to avoid unnecessary and profitless collection and bookkeeping expense. A flat rate may be devised for smaller theatres or if their billings on the one-tenth of one per cent of film rentals, is maintained, may be changed to a quarterly or semi-annual basis, instead of monthly.

The board meeting will also go over a number of activities that are scheduled to be recommended by the Program and Planning committee, of which Nathan Yamins is chairman. The committee will meet immediately in advance of the board. Consideration may also be given to the proposal for naming exhibitor representation on the COMPO board by regions, particularly where large sections now are not directly represented thereon.

Elect Francavilla To Local Directorate

John J. Francavilla, president and business agent of IATSE Laboratory Technicians Local No. 702, here, has been unanimously elected by the executive board of the 10th "IA" district to fill the vacancy on the board created by the death of Sal J. Scoppa.

All together for a gala

Popular song hits..
Dancing to make
the pulses sing..

Laughter
Fun
and Frolic

Hit Parade

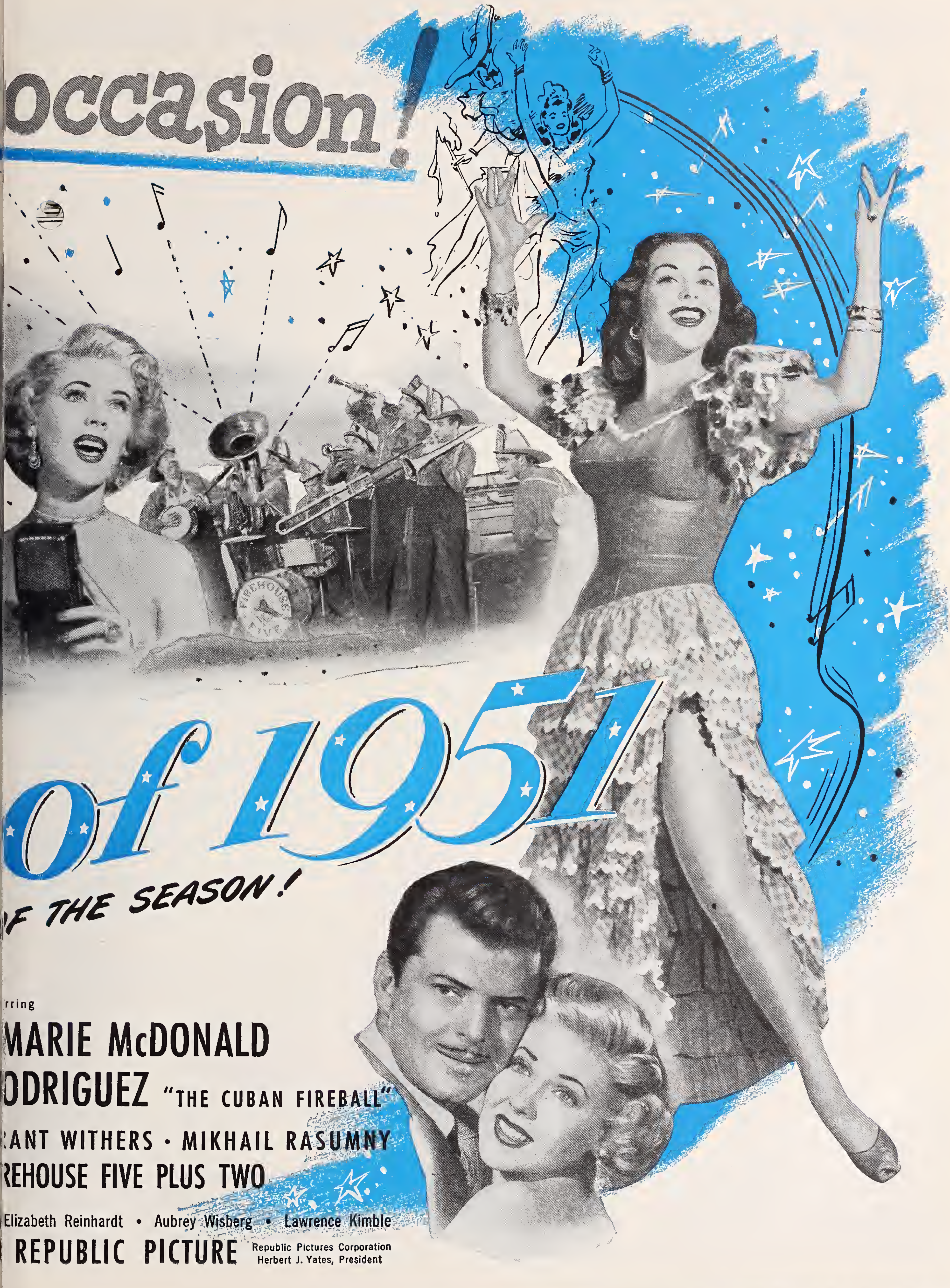
REPUBLIC'S CONTRIBUTION TO THE GAIET

JOHN CARROL
ESTELITA

with **FRANK (John L. C. Sevony) FONTAINE**
STEVE FLAGG · PAUL CAVANAGH · ROSE ROSETT
BOBBY RAMOS AND HIS RUMBA BAND · Screen Pla

Story by Aubrey Wisberg • Associate Producer-Director—**JOHN H. AUE**

occasion!



of 1951

F THE SEASON!

rring

MARIE McDONALD

ODRIGUEZ "THE CUBAN FIREBALL"

ANT WITHERS · MIKHAIL RASUMNY

REHOUSE FIVE PLUS TWO

Elizabeth Reinhardt • Aubrey Wisberg • Lawrence Kimble

REPUBLIC PICTURE

Republic Pictures Corporation
Herbert J. Yates, President

SUPPORT OF AIR MAIL EDITION GROWS

SOL A. SCHWARTZ
Vice-President in Charge of
Theatre Operations
RKO Theatres, Inc.
New York, N. Y.

"... When one stops to realize that the same copy I received in New York is being read by industry people in other states, the value of such service can then be really appreciated. . . . I am sure that comments from all over must have been very favorable, and I, personally, feel this marks a great step forward in trade paper reporting."

HAROLD J. FITZGERALD
President
Fox Wisconsin Amusement Corp.
Milwaukee, Wis.

"A very good idea."

M. A. LIGHTMAN
President
Malco Theatres, Inc.
Memphis, Tenn.

"It is wonderful service to receive MOTION PICTURE DAILY the same day it is printed."

JAMES E. COSTON
Division Manager
Warner Bros. Circuit
Management Corp.
Chicago, Ill.

"With conditions as they are in the industry, the AIR MAIL EDITION has been quite a help to us in keeping up with the activities in our industry."

LOUIS W. SCHINE
Secretary, Treasurer
Schine Chain Theatres, Inc.
Gloversville, N. Y.

"... I want to congratulate you in adopting another 'first' for Quigley Publications. It was a real pleasure to receive the AIR MAIL EDITION, and for us in the hinterlands to get a trade paper the same day it is printed is an exceptional treat and I am looking forward to receiving future editions."

WILLIAM K. JENKINS
President, Georgia Theatre Co.
Atlanta, Ga.

"Looks great. Should go over big with news arriving early".

I. J. HOFFMAN
Division Manager, Warner Bros.
Circuit Management Corp.
New Haven, Conn.

"In these days of rapidly changing conditions in our business it should be of great service in keeping our various departments informed as to what is doing in our business in other parts of the country".

Daily's Air Mail Edition A Standout in Detroit

DETROIT, Oct. 23.—The Tuesday AIR MAIL EDITION of MOTION PICTURE DAILY is going over big here.

Typical of comment was that by Daniel J. Lewis of Cooperative Theatres of Michigan. "I needed a certain review by Tuesday afternoon," he said. "I found it in the special AIR MAIL EDITION of the DAILY. I think this service is an excellent idea."

Allan L. Dowzer of Mutual Theatres said, "It's a swell idea."

M. F. Gowthorpe, president, and Ollie Brooks, advertising and publicity director of Butterfield Theatres, said the AIR MAIL EDITION should prove of considerable value to the trade here. "The sooner we get it the better," they declared. "Those early reviews are going to be appreciated."

Carl Buermele of General Theatre Service expressed the hope that the AIR MAIL EDITION would be continued "because that 'hot off the presses' dope is just what we want."

Mrs. Alice Gorham, advertising director of United Detroit Theatres, thought the edition was "an outstanding step in the right direction of bringing the industry's news to the industry as quickly as possible."

The AIR MAIL EDITION is "wonderful" in the opinion of David M. Idzal, managing director of the Fox theatre. "I hope every plane bearing these AIR MAIL EDITIONS has a good, strong tailwind," he said.

"After having the first issue of the AIR MAIL EDITION," said James Sharkey of the Cooperative Theatres of Michigan, "I am already hoping I won't ever have to depend again on the old regular service."

NATE J. BLUMBERG
President
Universal Pictures Co.
New York, N. Y.

"The AIR MAIL EDITION is exciting. It should be of excellent service to both distributors and exhibitors. Congratulations on this progressive accomplishment."

GAEL SULLIVAN
Executive Director
Theatre Owners of America, Inc.
New York, N. Y.

"This is a splendid idea—and it serves a real need in our industry."

ROBERT MOCHRIE
Vice-President,
General Sales Manager
RKO Radio Pictures, Inc.
New York, N. Y.

"... You're to be complimented upon the step you've taken of furnishing the trade with spot news through the use of your Tuesday AIR MAIL EDITION. It seems to me this is the best type of aggressive journalism. . . ."

CECIL B. DeMILLE
Cecil B. DeMille Prod.
Hollywood, Calif.

"A salute to you [Martin Quigley] and MOTION PICTURE DAILY for another first in film trade journalism—and my memory of you is such that I can say progress is a consistent Quigley policy. The AIR MAIL EDITION is squarely in position, keeping pace with a swiftly moving and swiftly changing world."

ARTHUR H. LOCKWOOD
Lockwood and Gordon
Enterprises, Inc.
Boston, Mass.

"A great service to the motion picture industry."

CLARK M. DAVIS
District Theatres
Washington, D. C.

"A wonderful idea".

HARRY PERLEWITZ
Theatre Service Circuit
Milwaukee, Wis.

"Very good. I like it very much."

HERMAN M. LEVY
General Counsel
Theatre Owners of America, Inc.
New York, N. Y.

"You are to be congratulated on your effort to bring 'Today's News Today' to the Pacemakers of the Industry. There has been a vital need for this service and I am personally happy that you have undertaken it".

CHARLES M. REAGAN
Sales Executive, M-G-M
New York, N. Y.

"A service that shortens the time lag in the availability of news to exhibition pacemakers of our industry is not only beneficial to them, but represents an important contribution to all branches of the industry. This undertaking is in the true Quigley tradition".

E. HAROLD STONEMAN
President
Interstate Theatre Corp.
Boston, Mass.

"Excellent idea."

NORMA KRASNA
Wald-Krasna Prod.
Hollywood, Calif.

"I think your AIR MAIL EDITION is a wonderful idea. . . . The best proof of this is the Universal-International advertisement on the back page [of the inaugural edition of October 10. Copy dealt with the invitational preview of "Harvey" in New York and Hollywood that night.] This dramatizes the timeliness of the paper."

MORE U.S. PACEMAKERS VOICE APPROVAL

FRANCIS S. HARMON
Vice-President, Motion Picture Association of America, Inc.
New York, N. Y.

"This is impressive evidence of your organization's determination to keep abreast of the times. Your AIR MAIL EDITION will certainly prove of great usefulness to industry representatives in various parts of the country and throughout the world. In my own travels here and there, I shall certainly look for it and benefit from its use".

BENJAMIN ROSENTHAL
Film Buyer
Levenson Circuit
Boston, Mass.

"A very definite improvement in the service."

HERBERT KOHN
Malco Theatres, Inc.
Memphis, Tenn.

"I am delighted with this new service."

WILLIAM J. HEINEMAN
Vice-President
in Charge of Distribution, Eagle Lion Classics, Inc.
New York, N. Y.

"You are to be congratulated as the number one pacemaker in delivering Tuesday's news on Tuesday to the pacemakers of the industry with their morning coffee".

JOSEPH I. BREEN
Director
Production Code Administration
Hollywood, Calif.

"I shall be greatly interested in reading the AIR MAIL EDITION".

ARTHUR HOWARD
President
Affiliated Theatres of New England
Boston, Mass.

"It is a great idea and keeps pace with the times."

VINCENT R. MC FAUL
Buffalo Theatres, Inc.
Buffalo, N. Y.

"It was in our hands in ample time to read it the same day it was mailed. This is another first for Quigley Publishing Co. Congratulations."

JOHN P. BYRNE
Eastern Sales Manager, M-G-M
New York, N. Y.

"Like the news of the world which we are privileged to receive almost instantly through the medium of the radio, we believe this edition will represent to the film industry the receiving of vital information on a comparable basis".

California Pacemakers Praise Air Mail Edition

San Francisco, Oct. 23.—Exhibition pacemakers headquartering in San Francisco are keen in their enthusiasm over Tuesday's AIR MAIL EDITION of MOTION PICTURE DAILY.

Here is what some of them say:

M. A. NAIFY, *United California Theatres, Inc.*: "It's good to get the paper as soon as possible."

SAMUEL LEVIN, *San Francisco Theatres, Inc.*: "Just like having New York at your doorstep."

H. V. HARVEY, Westland Theatres: "It's wonderful to get MOTION PICTURE DAILY by airmail."

GEORGE MANN, *Affiliated Theatre Service*: "Very fine."

GEORGE NASSER, *Nasser Bros. Theatres*: "Very good."

BEN LEVIN, *General Theatrical Circuit*: "I am very pleased."

ERIC WILSON, *Blumenfeld Theatres*: "A fine idea."

HERBERT ROSENER, *Herbert Rosener Co.*: "A very good idea—news while it's news.'

EDWARD K. O'SHEA
Vice-President, Paramount Film Distributing Corp.
New York, N. Y.

". . . one of the best news services that has happened in our industry in many, many years. Today's news today is so important because of the ever-changing conditions in our business. Quigley Publications are to be complimented no end for this progressive step in improved reporting".

SAM DEMBOW, JR.
President
Producers Service Corp.
New York, N. Y.

". . . your AIR MAIL EDITION . . . represents a return to progressive journalism in our industry. . . . I heartily commend you on this innovation".

WILLIAM A. SULLIVAN
Film Buyer
Maine & New Hampshire Theatres Co.
Boston, Mass.

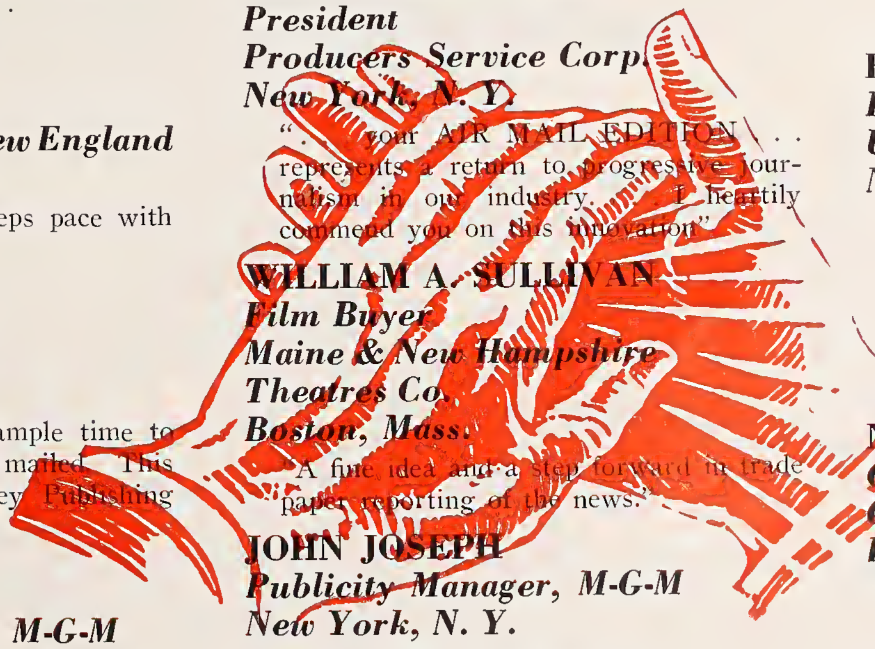
"A fine idea and a step forward in trade paper reporting of the news."

JOHN JOSEPH
Publicity Manager, M-G-M
New York, N. Y.

"I think it is a fine idea. . . .."

ARTHUR C. BROMBERG
President, Monogram Southern Exchanges, Inc.
Atlanta, Ga.

". . . should be a great help".



MITCHELL WOLFSON
Wometco Theatres
Miami, Fla.

". . . a very fine edition . . ."

JOYCE O'HARA
Executive Assistant to President, Motion Picture Association of America, Inc.
Washington, D. C.

"This is the kind of progressive journalism which the industry should appreciate and support."

GEORGE F. DEMBOW
Vice-President in Charge of Sales
National Screen Service Corp.
New York, N. Y.

". . . a very progressive and successful innovation . . . a noteworthy milestone in motion picture trade paper practice. I believe it will be welcomed throughout the country by enterprising industry leaders who value your publication. . . . Your present evaluation of the need for 'speed' in our fast-moving industry is in keeping with the foresightedness and astuteness you have always displayed as one of the industry's leading publishers. . . .

MOREY GOLDSTEIN
General Sales Manager
Monogram Pictures Corp.
New York, N. Y.

". . . Thanks for your AIR MAIL EDITION. I say 'thanks,' for many times in my talks to the coast and the out-of-town branches, I have had occasion to discuss an item in MOTION PICTURE DAILY that had not yet reached them. Your AIR MAIL EDITION means that now all our branch managers and sales executives will have an opportunity to read your publication the same day that it is on my desk."

HENRY A. LINET
Eastern Advertising Director
Universal-International Pictures
New York, N. Y.

"Your plan to bring the domestic industry closer together by servicing its key men wherever they might be within these United States with news while it is still news is a far-reaching development in the progress of the industry".

NEWELL B. KURSON
General Manager
Graphic Theatre Circuit
Boston, Mass.

"The AIR MAIL EDITION is a great idea."

WADDY JONES
Joy N. Houck Theatres
New Orleans, La.

"Congratulations. Hats off to MOTION PICTURE DAILY for rendering us this priceless service."

Excess Profits Tax Refunds Made to 50 Firms Last Year

WASHINGTON, Oct. 23.—Substantial refunds on excess profit taxes paid during the war years went to 50 industry companies during the 12 months ending last June 30, the U. S. Bureau of Internal Revenue reports.

Max Factor and Co. topped the list with a $261,091 refund. Largest refund to an exhibitor went to the Royal Theatre Co. of Detroit which got a $49,114 check.

The refunds all went to companies which appealed their wartime excess profit taxes, claiming they had an inadequate excess profit tax credit. The Bureau of Internal Revenue, or in some cases, the U. S. Tax Court, granted a larger excess profit tax credit, cutting the excess profit tax due. While this larger credit also indirectly increased the regular income tax due, in all cases the excess profit reduction substantially exceeded the increased regular income tax, making for large net refunds.

The adjustments cover anywhere from one to seven years of excess profit tax paying. The Bureau makes the refunds public once a year, for the past fiscal year.

Here are net refunds of more than $5,000: California Studios, Inc., Los Angeles, $13,829; Max Factor and Co., $261,091; State Operating Co., Miami, $5,983; Birmingham Theatre Operating Co., Atlanta, $31,937; Danville Enterprises, Inc., Atlanta, $10,377; Lenoir Theatres, Inc., Atlanta, $9,771; Monogram Southern Exchanges, Inc., Atlanta, $16,201; Kennington-Saenger Theatres, Inc., New Orleans, $8,040; Saenger-Ehrlich Enterprises, Inc., New Orleans, $8,120; Arlington Theatres, Inc., Boston, $9,650; Elizabeth Theatre, Inc., Boston, $18,665; Royal Theatre Co., Detroit, $49,114.

Also H and H, Inc., Trenton, $10,868; Michigan News Reel Co., Inc., New York City, $18,068; Midwest News Reel Theatres, Inc., New York City, $9,872; Pacific News Reel Theatres, New York City, $20,459; Sanitary Automatic Candy Corp., New York City, $32,904; Waybro Theatre Corp., New York City, $6,556; Gifts, Inc., Cincinnati, $7,089; William Goldman Theatres, Inc., Philadelphia, $5,252; Senate Theatre Co., Inc., Philadelphia, $20,896; Fulton Shea Theatre Co., care of Jamestown Amusement Corp., New York City, $37,249; and Robb and Rowley United, Inc., Dallas, $5,770.

Services Tomorrow For S. A. Moross

Funeral services will be held here tomorrow at the Park West Memorial Chapel for S. A. Moross, who died yesterday. He is survived by the widow, Goldie and three sons, Lee, Mike and Irving, Columbia Pictures' home office attorney.

Moross, who had been a prominent exhibitor in this territory, is the former head of the Theatre Owners Chamber of Commerce here.

Sells B'klyn Theatre

David Berk and J. Krumgold, theatre realty specialists, have sold the Howard Theatre, Brooklyn, N. Y., for Mrs. Sadie Needel and Elsie Karesh, both of Miami.

6 State Film Censors Plan Improved Appeal Procedure

Aimed specifically at establishing improvements in appeal procedures, and generally at formulating more advantageous techniques in reviewing films, a meeting of the six state censors of motion pictures in the U. S. will be held late this fall or in early winter, perhaps in New York, it was indicated here yesterday by Dr. Hugh M. Flick, director of the motion picture division of the New York State Education Department.

Dr. Flick, who described the idea for the meeting as arising "spontaneously" among the censors of New York, Maryland, Ohio, Kansas, Pennsylvania and Virginia, said he has been functioning as a coordinator in getting the group together. He added that he is sending letters this week to his counterparts in the other states to determine whether the conference will be held in late November or early December.

"We don't want to set up standards," Dr. Flick emphasized. He pointed out that the censors in the individual states operate independently and of course would continue to function in line with their respective state laws. He foresaw the possibility, however, of the censors uniting into an association which would continue to meet from time to time to discuss various problems.

Any improvements that might be devised for appeal procedures would work to the advantage of film producers, Dr. Flick intimated. It is expected that in consequence of meeting discussions, producers whose pictures are rejected by state censors will find the road to appeal cleared of whatever obstacles now exist.

No Objections to Ad Short, B&K Says

Chicago, Oct. 23.—Patrons have not objected to the "Chiquita Banana" advertising subject exhibited in Balaban and Katz theatres here on an experimental basis, W. K. Hollander, circuit executive, reports. However, B. and K. has not yet decided to run any more of the subjects.

Hollander said when B. and K. theatres ran a Chesterfield cigarette commercial short a year ago, complaints were numerous. Proceeds from the Chesterfield short went to charity. The banana subject is strictly commercial.

Variety Acts

(*Continued from page* 1)

a preliminary report on the plans formulated for the holding of the national convention in that city next year.

In connection with Brotherhood Week, the delegates voted to recommend that each and every tent spearhead the Brotherhood luncheons to be held in all exchange areas on Dec. 14.

Marc Wolf, International chief barker, submitted a plan for fund-raising along various lines but the delegates felt that the plans should be sent to the various tents for consideration rather than have them function under the control of the International.

The chief barker also called attention to the constitutional requirements for annual elections and the installations of new crews. He also mentioned the rule which forbids any tent soliciting from any other tent. Tents also were requested to abide by the rule forbidding solicitation of prizes from trade journals. The latter having cooperated in supporting the clubs both nationally and locally at all times.

Services Today for Mrs. A. Schwalberg

Funeral services for Mrs. Anne Quint Schwalberg, wife of A. W. Schwalberg, president of Paramount Film Distributing Corp., will be held at one P.M. today at the Park West Memorial Chapel, here. Flowers are to be omitted.

Mrs. Schwalberg passed away at her home in New Rochelle yesterday after a lengthy illness. Besides her husband she is survived by a son, Martin, and a daughter, Elizabeth.

Warner's T. T. Lyons, 51

Thomas T. Lyons, 51, head of the print-shipping department of Warner's home office, died here suddenly on Sunday. Lyons, a pioneer in the industry, was formerly associated with First National and then with Warner Brothers for 30 years. He is survived by the widow and three-year-old daughter. Tomorrow morning, a Mass will be sung at the Paulist Fathers Church, 9th Avenue and 59th Street.

M-G-M Has 9 Films Ready for 'Sneaks'

M-G-M has nine productions, of which five are in Technicolor, completed and ready for initial "sneak preview" on the coast, the home office reported here yesterday.

Technicolor pictures include "Across the Wide Missouri," starring Clark Gable, Ricardo Montalban, John Hodiak, James Whitmore, directed by William A. Wellman, produced by Robert Sisk; "Mr. Imperium," starring Lana Turner and Ezio Pinza, directed by Don Hartman and produced by Edwin H. Knopf; "Royal Wedding," starring Fred Astaire, Jane Powell, and Peter Lawford, directed by Stanley Donen and produced by Arthur Freed; "The Great Caruso," starring Mario Lanza, Ann Blyth, Dorothy Kirsten and Jarmila Novotna, directed by Richard Thorpe and produced by Joe Pasternak; "Vengeance Valley," with Burt Lancaster and Robert Walker, directed by Richard Thorpe and produced by Nicholas Nayfack.

Black-and-white pictures include "The Red Badge of Courage," starring Audie Murphy and Bill Mauldin, directed by John Huston and produced by Gottfried Reinhardt; "Three Guys Named Mike," Jane Wyman, Van Johnson, Howard Keel and Barry Sullivan, directed by Charles Walters and produced by Armand Deutsch; "Calling Bulldog Drummond," Walter Pidgeon and Margaret Leighton. directed by Victor Saville and produced by Hayes Goetz; "Watch the Birdie," Red Skelton, Arlene Dahl and Ann Miller, directed by Jack Donohue and produced by Harry Ruskin.

Heads Memphis Drive

MEMPHIS, Oct. 23.—M. A. Lightman, Sr., head of Malco Theatres, will head the 1951 fund campaign of the Memphis Heart Association.

Distributors Act on Earlier Availability For D. C. Exhibitors

WASHINGTON, Oct. 23.—Exhibitors here feel they are winning their battle for 21-day availability of all films for first neighborhood runs.

Some weeks ago, the Theatre Owners of Metropolitan Washington adopted a program to boost business, and a key point was automatic 21-day breaks. They complained that distributors were not breaking films for the first neighborhood runs sometimes for from 28 to 60 days. A committee took the matter up recently with local exchange managers.

So far, no formal answer has been delivered by the distributors, but the exhibitors feel that the answer has been delivered indirectly in actions, rather than words.

Katz, Kramer

(*Continued from page* 1)

reliably reported that the principals are well along toward an agreement. The Kramer company has one picture to deliver to United Artists after "Cyrano de Bergerac," which Kramer's distributing company is putting out on a roadshow basis, but through UA. The latter will get only 10 per cent of the roadshow receipts from the picture.

Kramer in recent months has had bids from several companies, the most recent having been Columbia. Kramer, however, has repeatedly stated he prefers to head his own production company. A plan advanced by Katz last spring for the purchase of United Artists for $2,500,000 included provision for Kramer to become head of production for the new company. The deal was approved by the UA board of directors in New York but was turned down by Mary Pickford and Charles Chaplin for their own $5,400,000 stock option to Paul McNutt, Frank McNamee and Max Kravetz, the option to be exercised prior to the end of 1951.

Perhaps paving the way for a Katz-Kramer partnership now was the incorporation last week of the Stanley Kramer Co. with "dummy" directors, under California laws, as a possible agency for the new production organization.

Katz was one of the founders of the Balaban and Katz circuit, Chicago, and headed Paramount-Publix Theatres. Until recently he was a studio executive at M-G-M.

Segal Is Named Para. Trade Press Contact

Maurice Segal has been named trade paper contact for Paramount here, it was announced by Max E. Youngstein, advertising and publicity vice-president. Segal's job in the press book department will be taken over by Burt Sloane, a free-lance writer.

Koleman Represents Roy Rogers Here

Evelyn Koleman, formerly publicity manager for Republic here, has been named by Roy Rogers to head the cowboy star's Eastern public relations and merchandise activities.

"WHAM-G-M!" "ANNIE GET YOUR GUN"

"WHAM-G-M!" "DUCHESS OF IDAHO"

"WHAM-G-M!" "THREE LITTLE WORDS"

"WHAM-G-M!" "SUMMER STOCK"

"WHAM-G-M!" "TOAST OF NEW ORLEANS"

"WHAM-G-M!"

"TWO WEEKS WITH LOVE"

OH! THOSE PREVIEWS!

Just what the public wants! They howled, they applauded, they loved it at packed Loew's Lexington, a typical neighborhood house in New York. And the West Coast theatre preview ditto! It's got the audience appeal of "Father of the Bride"! Plus Music! Plus Technicolor! M-G-M will launch it with a gay, new showmanship idea! Watch!

VOTED TOP NEW STAR!

Jane Powell gave the folks lots of youthful fun in "Date With Judy," "Luxury Liner," "Nancy Goes To Rio." Here's her first big love affair in a darling of a musical.

M-G-M Presents JANE POWELL · RICARDO MONTALBAN in "TWO WEEKS WITH LOVE" co-starring LOUIS CALHERN ANN HARDING · Color by TECHNICOLOR · Screen Play by John Larkin and Dorothy Kingsley · Story by John Larkin Directed by ROY ROWLAND · Produced by JACK CUMMINGS · A Metro-Goldwyn-Mayer Picture

Next SMPE Meeting In N. Y., April 30

Lake Placid, N. Y., Oct. 23.—The spring, 1951, convention of the Society of Motion Picture and Television Engineers will take place at the Hotel Statler, New York, from April 30 to May 4, it was announced here by William Kunzmann, convention vice-president.

The 68th semi-annual convention, just concluded at the Lake Placid Club, was attended by about 300 persons who heard 52 papers describing technical advances and developments in the motion picture and television fields.

US-German Pact

(*Continued from page* 1)

seek to achieve in that time resolution of some of the monetary and distribution problems which currently affect MPAA member company operations in France and Spain as well as Germany

Following the disclosure recently that the German industry in negotiations with American industry representatives stationed in that country has sought to play the Society of Independent Motion Picture Producers against the MPAA, McCarthy and MPAA president Eric A. Johnston asked the State Department's Bureau of German Affairs for support of the U. S. industry in the current negotiations.

Now, with the granting of that support, McCarthy will be in a position to secure the active assistance of the Military Government which, although content for the most part to let the Germans run their own affairs, can make to the Germans "suggestions" that carry enormous hidden weight.

Honor Montague

(*Continued from page* 1)

running for 22 weeks from Jan. 26 through June 28.

As in past campaigns, branch managers, office managers, salesmen and bookers will participate in the prizes and a special competition will be run for division managers.

This year's drive takes on added significance to Columbia because of the augmented program for release between Oct. 27 and June 28. During this time the company said it will release the greatest number of major productions ever offered exhibitors during any eight-month period in its history. The handling of these productions, plus the many features now in release from Columbia, will form the basis on which the campaign will be judged.

Among the productions for release during the campaign period are: "Born Yesterday," "The Brave Bulls," "The Hero," "Harriet Craig," "Valentino," "The Flying Missile," "Two of a Kind," "State Secret," "Lorna Doone," "The Killer That Stalked New York," "The Whistle at Eaton Falls," "Santa Fe," "Emergency Wedding," "Operation X," "Al Jennings of Oklahoma," "He's a Cockeyed Wonder," "Stage to Tucson."

Also figuring prominently in the drive will be the pictures in Columbia's "16 Group," Gene Autry productions, Starrett-Burnette Westerns and the company's full line of short subjects and serials.

Paramount Work Sheets

(*Continued from page* 1)

were scaled upward when the exhibitors indicated they would not buy some of the pictures in the groups at the originally quoted price.

H. A. Cole of Dallas, moderator of the clinics for small town exhibitors, stated at Allied's convention that the work sheets, detailing the terms asked or offered by salesmen, were wanted for use as evidence when exhibitors claimed attempts to force pictures on them had been made.

Denies Forcing Exists

Schwalberg's letter to branch managers, released by Paramount yesterday, said: "I have every confidence that there was no specific instance of this nature (forcing) insofar as Paramount is concerned. At the meeting in Pittsburgh I expressed my wholehearted willingness to supply our men with a proper work sheet, a copy of which is to be left with each and every exhibitor who requests it. Attached hereto is a specimen of the work sheet form and I would thank you to put it into effect immediately upon its receipt. Of course, where a copy is left with an exhibitor, the salesman should also retain one for his own file.

"We have very, very substantial amounts of money tied up in each and every one of our pictures and I expect our men to continue to put forth every effort to sell them. I expect, however, that such efforts will be on a positive, constructive and persuasive basis. They must never be on the basis of 'You cannot get 'A' unless you take 'B.'"

The specimen Paramount work sheet contains the notation: "This is a work sheet, not a contract. Each picture specified herein is offered for licensing to the exhibtor separately without relation to, or conditioned upon, the licensing of any other motion picture, or upon its exhibition in any other theatre."

Schwalberg was the only one of four major company distribution heads who addressed the Allied convention who agreed to supply work sheets to exhibitors requesting them. A. W. Smith, Jr., of 20th Century-Fox and Robert Mochrie of RKO Radio said they were willing to consider it but wanted to look into the subject further. William F. Rodgers of Loew's said he regarded the work sheets as undesirable from the standpoint of his desire to expedite the closing of deals without undue delay and expense.

Schwalberg's letter pointed out that most of the complaints of "forcing" at the Allied convention came from very small accounts "which," he said, "points up the importance and advisability of concentrating on our Security Service program."

The latter refers to a new form of Paramount contract designed to aid the small independent exhibitor by permitting him to buy a group of pictures with cancellation privilege at one time.

N. Y. Grosses

(*Continued from page* 1)

slated for Broadway openings during the week.

A final week of "The Glass Menagerie" is expected to gross $100,000, a decline over a fine $132,000 in its third week, but regardless the Music Hall considers the four-week run very satisfying. "The Miniver Story" opens there on Thursday, with Leonidoff producing the stage show.

At the Paramount, "Dark City" will get a nice $57,000 in its opening week, aided by Morey Amsterdam and Janis Paige on the stage. At the Strand, another opener, "Three Secrets," did $24,000 at the weekend, with $46,000 in view for the first week. Ella Logan and Gil Lamb head the stage bill.

"Life of Own" at $58,000

"A Life of Her Own" will conclude a second and final week at the Capitol with $58,000 expected; Richard Himber's orchestra is on stage. "To Please a Lady" will bow in on Thursday. "Two Flags West" is expected to draw about $24,000 in a second week at the Rivoli, down sharply from an opening week of around $36,000.

"The Toast of New Orleans" is holding up well in a fourth week at Loew's State, with $20,000 in sight. At the Mayfair, "Treasure Island" will conclude a 10-week run with $10,000. "Louisa" opens there today.

"Pancho Villa Returns" got off to a good start at the Rialto where a sizeable gross of $11,000 is indicated for the initial week.

Off the "Main Stem," "Trio" at the Sutton is expected to bring over $16,000 in a second week, topping "Quartet's" second week in its record-making run at that house. Final figure for the first week was an excellent $19,600. At the Park Avenue, "Madness of the Heart" will only do $5,000 in a second and final week; "The Mad Queen," an Azteca release, opens there tomorrow.

"Walk Softly" Gets $14,000

"Walk Softly, Stranger" is fair in a second week at the Globe, with $14,000 due at the box-office. The Criterion figures to have a satisfactory $13,000 single week's gross with "Wyoming Mail"; on Saturday, "Deported" will bow in at the house.

The third week of "State Secret" is due to bring the Victoria a modest $16,000, while the 12th week of "Edge of Doom" at the Astor looks like a mild $9,500. At the Bijou, on the other hand, the fortunes of "The Red Shoes" are improving again, with $6,500 expected for the 105th week, against $5,500 taken in for the fourth.

20th-Fox Will Have Five Films On B'way in the Week of Nov. 9

A new high for simultaneous showings of 20th Century-Fox pictures on Broadway will be achieved starting Nov 9, with five of the company's top productions starting or holding first-run engagements here during that week, the home office reported yesterday.

Pictures and the theatres in which they have been booked are: "I'll Get By," Paramount; "American Guerrilla in the Philippines," Astor; "Two Flags West," "Rivoli; "All About Eve," Roxy, and "The Fireball," Palace.

TOA Search

(*Continued from page* 1)

given TOA a president since Ted R. Gamble of Oregon was named the first president of the organization in 1947. The directors also are said to prefer someone in a position to give the office full-time service.

Some considerable sentiment is building up for Robert W. Selig, executive of Fox Intermountain Theatres, Denver, and it is believed the election could be swung [illegible] him in the event arrangements could be made for Fox Intermountain to grant him a leave of absence.

The new president will continue to have the full-time services of Gael Sullivan, TOA executive director.

Several others with strong directorial support earlier are reported to have indicated that business pressure would prevent them from serving on the nearly full-time basis desired of the next president. Among those were Robert J. O'Donnell of Dallas, Charles Skouras of this city, and Mitchell Wolfson of Miami.

A full-time executive head is regarded as desirable by the organization so that spot decisions may be made for the organization when required; to undertake expansion work for TOA and to maintain closer contact with affiliated regional organizations through appearances at their conventions and regular attendance at periodical local meetings. Need for an on-the-spot chief executive was pointed up during the past year in TOA's recurring differences with the Council of Motion Picture Organizations.

Lockwood Asks

(*Continued from page* 1)

about ready to launch on behalf of exhibition, a major plan upon which he has been working quietly and continuously during the past year, and which only now is ready to bear fruit. I believe, therefore, in the best interest of the organization it would be wise to draft Pinanski for an additional year.

"If Pinanski is re-elected as president I favor the election of one of our Southern or Southwestern members as chairman of the board. As it happens exhibitors from the Northern part of the country have occupied the top spots in the organization since its formation, and I feel that the top control should be sectional. Under no circumstances will I be a candidate for re-election.

"In the event that Pinanski does not choose to be a candidate for reelection, then I favor the election of a Southern or Southwestern exhibitor as president for a two-year term, with Pinanski chairman of the board."

Theatre TV Football

(*Continued from page* 1)

crowd of 1,800, with receipts totalling approximately $1,600. The house cut its admission prices for the game to 80 cents, and manager Gil Green observed: "I think we are on the right track now by dropping prices."

Saturday's big screen televising of "Big Ten" football games at the B. and K. State-Lake in Chicago's Loop showed considerable improvement over the two past telecasts of University of Illinois home games from Champaign.

And now dozens of first dates prove

COPPER CANYON

MEMPHIS held over!

BUFFALO held over!

DALLAS moved over!

ATLANTA moved over!

CINCINNATI moved over!

DETROIT held over!

WORCESTER tops!

AKRON tops!

SEATTLE tops!

BATTLE CREEK tops!

YOUNGSTOWN tops!

GALVESTON tops!

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TECHNICOLOR

is the outdoor hit doing business as big as all outdoors...and delivered by

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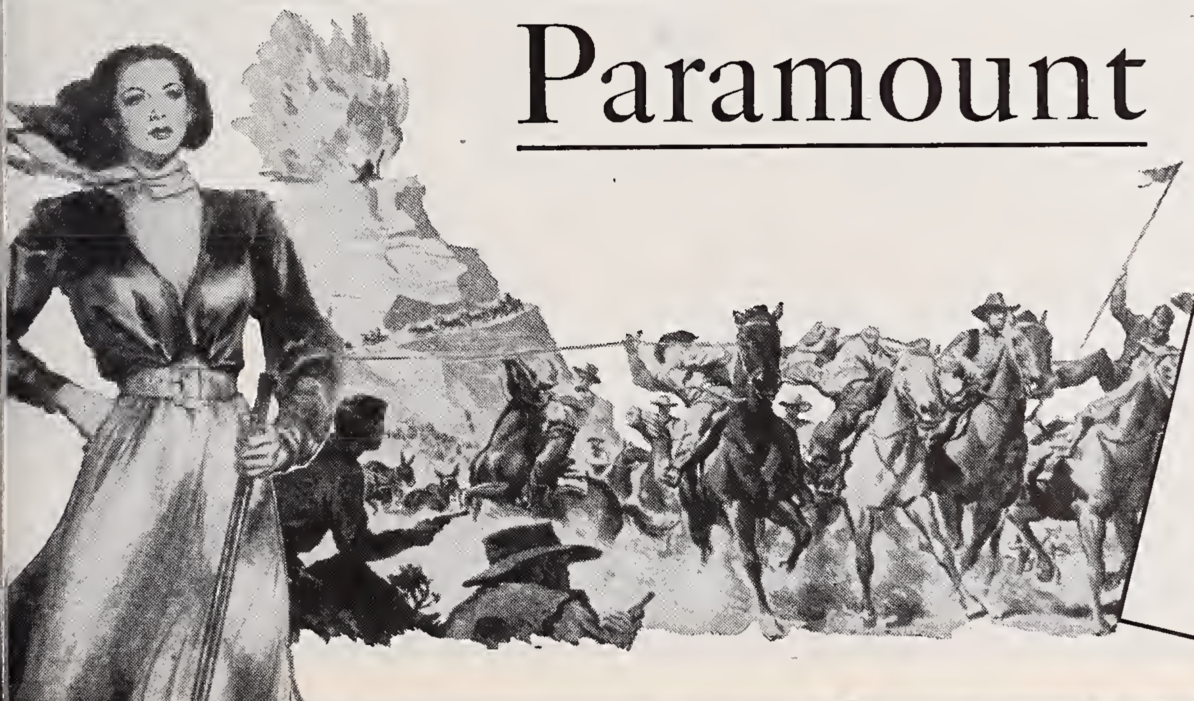

RAY MILLAND · HEDY LAMARR · MACDONALD CAREY
MONA FREEMAN · HARRY CAREY JR.
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Copper Canyon

A JOHN FARROW PRODUCTION
Color by TECHNICOLOR
Produced by MEL EPSTEIN
Directed by John Farrow
Screenplay by Jonathan Latimer · Story by Richard Englis

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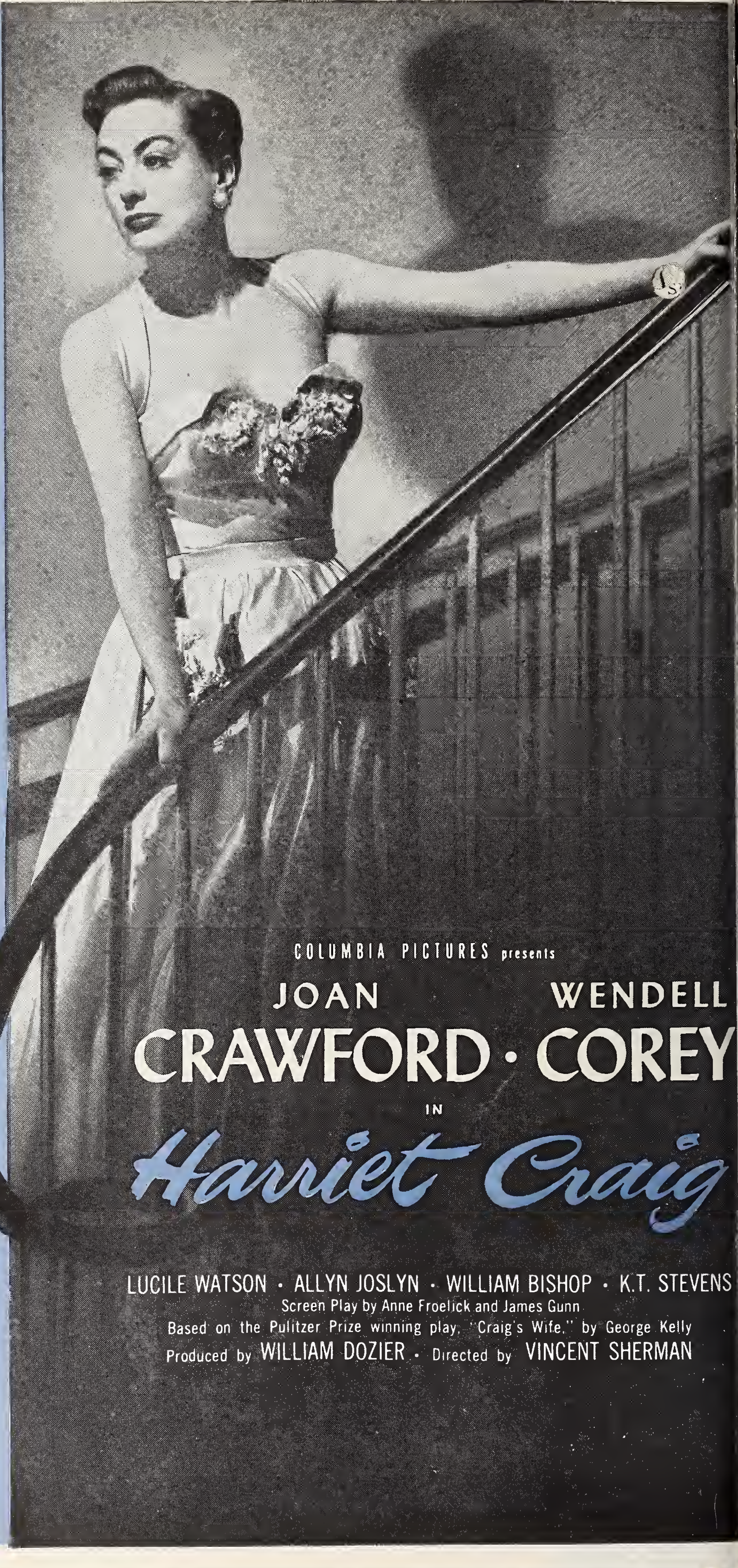

COLUMBIA PICTURES presents

JOAN CRAWFORD · WENDELL COREY

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LUCILE WATSON · ALLYN JOSLYN · WILLIAM BISHOP · K.T. STEVENS

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 80 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 25, 1950 TEN CENTS

'Air Tight' Censor Test Is Developing

Fine and Arrest in Tex. Make New Ammunition

The motion picture industry moved closer yesterday to the day when it hopes to obtain a U. S. Supreme Court test to have films included in the "press" of the country whose freedom from censorship is guaranteed by the First Amendment of the Constitution. The move came when County Court at Marshall, Texas, in disposing of a criminal case, fined W. L. Gelling, manager of the Paramount Theatre in that town, $200 for showing "Pinky" last February after it had been banned by a local censor board which had been hastily conceived under a statute unused for 29 years.

Thus the way was paved to further appeal for a censor-

(*Continued on page 7*)

General Release For Much-Cited 'Joan' November 1

Twenty-seven awards, citations and various commendations have been received to date by the Walter Wanger Sierra Pictures' Technicolor production "Joan of Arc," starring Ingrid Bergman for RKO Radio release, which has been set for several general release engagements throughout the country starting Wednesday, Nov. 1, it is announced by Robert Mochrie, sales vice-president.

Situations and dates set so far in-

(*Continued on page 6*)

Al Jolson, 64, Dies After Korean Tour

Hollywood, Oct. 24.—Funeral services are tentatively set for Thursday for Al Jolson, 64, who died of a heart attack last night in San Francisco following his return from a tour of the Korean front.

Death came to the singer as he was playing cards in his hotel room with two friends and terminated a career that made history on screen and stage. Millions of filmgoers were familiar with film versions of his life which

(*Continued on page 3*)

IATSE Will Ask Voluntary Wage Rise in Production

Hollywood, Oct. 24.—Motion picture producers will be asked by IATSE to grant voluntary wage increases to meet inflationary trends, similar to those granted workers in other large industries, it was learned today.

Richard F. Walsh, "IA" president, has been here conferring on the matter with heads of studio locals and the request is to be presented to producer representatives next week.

The move is unusual in itself because bargaining pacts signed by the studios and IATSE in August, 1949, provide that wage talks can be reopened only after Oct. 25, 1951. Should IATSE be successful in its quest, other unions are expected to

(*Continued on page 7*)

Monogram Promotes Furst, Three Others

Four Allied Artists-Monogram managerial promotions have been made by the company in the New York, Washington and Oklahoma City branches, by general sales manager Morey Goldstein.

Nate Furst, formerly New York branch manager, has been promoted to Metropolitan district manager and Jack Safer, formerly Washington

(*Continued on page 7*)

DAFF HEADS WORLD SALES FOR UNIV.

'U' Sales Changes

Alfred E. Daff

William A. Scully

Scully Takes 4-Year Pact as U. S. Sales Consultant on Jan. 1

William A. Scully will end a 13-year tenure as vice-president of Universal in charge of distribution on Dec. 31. Alfred E. Daff, head of the company's foreign sales subsidiary, has been appointed to the new post of director of world sales for Universal, giving him charge of both foreign and domestic sales for the company.

Scully, who for long has wanted to assume a less active role, has been given a four-year contract as domestic sales consultant, which also is a newly-created post. The new contract will start on Jan. 1. It was approved by the Universal board of directors yesterday.

Indications are that Daff will appoint a general sales manager to supervise domestic sales. Trade reports

(*Continued on page 6*)

Brecher Will Lead Federation Drive

Leo Brecher has been named chairman of the amusements division of the Federation of Jewish Philanthropies 1950 drive and Samuel Rosen and Barney Balaban co-chairmen, it was announced here yesterday at the division's first organizational luncheon at the Hotel Astor.

George F. Dembow, last year's division chairman, said that a record col-

(*Continued on page 7*)

Improved American Markets Abroad Seen by Ritchey

A swing back to increased markets for American product throughout the world and a lessening of national production abroad "because it doesn't pay off," was seen here yesterday by Norton V. Ritchey, president of Monogram International Corp.

Ritchey, who just returned from an 81-day trip to the Far East and Europe, pointed out that the industry abroad is beginning to realize that it can make more money on American pictures without having any production worries of its own.

"All over the world the great nationalist feeling is giving way to economics," he said. Ritchey stressed that the realization is growing that Hollywood is the most effective maker of films. He enumerated country after country in which native production is bogged down in financial difficulties.

(*Continued on page 3*)

ELC Trust Action Reply Due Nov. 24

A 30-day extension—to Nov. 24—has been granted by Eagle Lion Classics for defendants' filing of answers to the $15,000,000 triple-damage anti-trust action which the company brought on Oct. 3 against Loew's and RKO's circuits. Previously, the answers were due yesterday in U. S. District Court here.

The complaint alleges that the two circuits have virtually excluded independently-produced pictures from the New York market through the exercise of "persistent collusive practices."

Theatre Telecasts Of Truman Speech Are Well Received

By **CHARLES L. FRANKE**

An historic hour of United Nations Assembly activity at Flushing Meadow yesterday was shared by morning audiences at four New York Metropolitan area theatres, and at theatres in a few other cities. Although receipts at the New York Paramount and Fabian's Brooklyn Fox, the two theatres which charged admission for their large-screen television presentations of

(*Continued on page 6*)

Cunningham in New Columbia Ad Post

John Cunningham will join Columbia Pictures here on Monday in a newly-created post of special assistant for advertising to advertising-publicity director Arthur A. Schmidt.

Cunningham for the past two-and-one-half years has been associated with the advertising agency of Huber, Hoge and Son. Previously, he was a member of Warner Brothers advertising department, and has held posts with the Buchanan Agency and with Donahue and Coe.

NEWS in Brief . . .

METRO-Goldwyn-Mayer's "King Solomon's Mines," starring Deborah Kerr, Stewart Granger and Richard Carlson, and 20th Century-Fox's "Mister 800," starring Dorothy McGuire, Edmund Gwenn and Burt Lancaster, have been named "pictures of the month" for November by *Redbook Magazine.*

•

San Francisco, Oct. 24.—Preliminary hearings scheduled for yesterday in Samuel Goldwyn's $6,750,000 damage action against Fox West Coast Theatres and 11 other companies and individuals in Federal Court here have been postponed until next Monday.

•

MEMPHIS, Oct. 24.—Charles A. McElravy, managing director of the city-county-owned Ellis Auditorium has been forced to retire because of his age. He was 70 and a city pension law requires retirement at 70.

San Antonio Salute Set for 'Rio Grande'

SAN ANTONIO, Oct. 24.—The world premiere of John Ford's "Rio Grande," co-starring John Wayne and Maureen O'Hara, at the Majestic Theatre in San Antonio, on Nov. 1, will climax a two-day celebration to be known as "The San Antonio Salute," it was announced by the San Antonio Chamber of Commerce, Interstate Theatres and Republic, the picture's distributor.

This event is dedicated to the city's 100 years of military tradition and commemorates cavalry and army heroes, past and present, who have been associated with San Antonio. "Rio Grande" is the story of the heroism of an Indian fighting Cavalry Regiment.

Army Men Serve

Generals Jonathan M. Wainwright, hero of Bataan, and Walter Krueger, former Commander of the 3rd, 4th and 6th Armies, are honorary general co-chairmen of the committee on arrangements, on which Colonel Thomas B. Woodbury, public relations director of the 4th Army Headquarters at Ft. Sam Houston, is also serving.

Interstate is represented by Frank Starz, director of advertising-publicity; George Watson, San Antonio district manager, and Jack Chalman, district advertising-publicity manager. Harry Jersig, president of the Chamber of Commerce, is general co-chairman, and this group is also represented by James McGoodwin, executive vice-president and general manager, and Ken McLure, motion picture head. Republic is represented by William Martin Saal, executive assistant to president Herbert J. Yates; Dallas branch manager John J. Houlihan; Steve Edwards, director of advertising-publicity; Mort Goodman, studio publicity director, and Mickey Gross, on special assignment.

Personal Mention

N. PETER RATHVON and MRS. RATHVON are in New York from the Coast.

•

OSCAR MORGAN, Paramount short subjects and newsreels sales manager, has left here for a tour of the company's Western division.

•

DORE SCHARY, M-G-M production vice-president, has written a book, "Case History of a Movie" which will be published on Friday.

•

ARTHUR KERMAN, son of MOE KERMAN, president of Favorite Films, has become engaged to ANITA GOLDSTEIN.

•

HENRY GINSBERG is here from Hollywood.

G. I. WOODHAM-SMITH, legal chief of the J. Arthur Rank Organizations, will return to London today from New York.

•

LEE H. ABRAHAMS, owner of the Tracey Theatre, Port Gibson, Miss., has been called for military service. MRS. JAKE ABRAHAMS will manage the theatre during his absence.

•

EARLE J. MCCANNEL, secretary-treasurer of IATSE Local No. 510, Fargo, N. D., has been elected a member of the five-man Fargo City Commission.

•

LEWIS ALLEN, Columbia director, is in New York from Hollywood.

Ascap to Honor U.N. Group Today in D.C.

ASCAP will be host at a dinner in honor of the Committee of International Copyright Experts of the United Nations Educational, Scientific and Cultural Organization this evening at the Hotel Mayflower in Washington.

Speakers will be Luther H. Evans, Librarian of Congress and the U. S. delegate to UNESCO; Herman Finkelstein, general attorney of the Society; and Valerio de Sanctis, delegate from Italy. Otto A. Harbach, president of ASCAP, will preside. Co-hosts with Harbach will be members of the ASCAP board.

Hoblitzelle to Sell Own Citrus Fruit

DALLAS, Oct. 24.—Experiments in the development of citrus fruits, at first a hobby of Karl Hoblitzelle, president of the Interstate circuit, have met such success that the fruit will be put on the market nationally, it is announced here.

Until this year the fruit from Hoblitzelle's model farm at Mercedes, Tex., had been available only to personal friends but it is now to be sold nationally under a registered trademark in Christmas gift packages. Distribution of a 16-page catalogue and a recipe book, including dishes from Hoblitzelle's own kitchen is planned.

Books Grey Western

Moe Kerman, president of Favorite Films Corp., reports that 40 RKO Metropolitan New York neighborhood theatres have contracted to play Favorite's Zane Grey double-biller, "Helltown" and "Buffalo Stampede," Nov. 13-14. These features are two of the 20 Zane Grey Westerns which Favorite is re-releasing in this country and Canada.

McCarthy Promoted

Bernie McCarthy has been promoted from salesman of the Eagle Lion Classics St. Louis Exchange to branch manager in Kansas City by B. G. Kranze, sales manager. McCarthy formerly was branch manager for RKO and United Artists in St. Louis. He replaces Eugene Snitz, resigned.

Para. Sales Meeting In Dallas Postponed

Owing to the recent death of Mrs. A. W. Schwalberg, wife of the president of Paramount Film Distributing Corp., the scheduled regional sales meeting of the company's Central, South Central and Western divisions, which was to be held in Dallas Friday and Saturday has been temporarily postponed, it was announced yesterday by E. K. (Ted) O'Shea, company vice-president.

Dates for a new meeting have not as yet been set. The Winnipeg meeting on the same days for the Canadian districts will proceed as planned.

Variety and AGVA To Hold Benefit

Variety Club of New York and the American Guild of Variety Artists will collaborate to produce the "Ag-variety of 1950" on Dec. 11 at Madison Square Garden here. All proceeds will go to the welfare funds of Variety and the AGVA and to support the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Individuals are being solicited for funds to buy tickets to the show, which will be produced by Michael Todd, for underprivileged children and paraplegics.

Crowther Chairman At AMPA Luncheon

Bosley Crowther, screen critic of the *New York Times,* will be chairman of the AMPA luncheon honoring the Academy of Arts and Sciences tomorrow. The event, at which Charles Brackett will be guest of honor, will be held at the Piccadilly Hotel.

RKO After Leslie Novel

HOLLYWOOD, Oct. 24.—Negotiations in which RKO Radio has bid for screen rights to "Flourish of Trumpets," Aleen Leslie's forthcoming novel to be published by Dial Press next March, got under way this week. Yarn is backgrounded in the writing and pitching of radio and TV commercials, a field in which Miss Leslie has been writing the radio perennial, "A Date with Judy," for the past eight years.

Newsreel Parade

THE mop-up in Korea and the crisis in Indo-China are featured in current newsreels. Other items include Bob Hope in Tokyo, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 86—The Orient at the crossroads. Reds imperil Indo-China. Canadian "Quints" visit New York "Quads." British Royal christening. People in the news: Tyrone Powe[illegible]ootball.

NEWS OF THE DAY, No. 216—War nears end as UN forces mop-up in North Korea. French suffer heavy losses in Indo-China. "Quints" visit "Quads." British Royal christening. Football.

PARAMOUNT NEWS, No. 19—Red resistance collapses in North Korea. Days of crisis in Indo-China. Bob Hope in Tokyo. British Royal christening. News of sport world; gridiron parade.

TELENEWS DIGEST, No. 43A—Resistance crumbles in Korea. Reds attack in Indo-China. Red terror exposed in New York. Florida's worst hurricane since 1935. Fashions in Diamonds.

UNIVERSAL NEWS, No. 398—Korean mop-up. Indo-China air lift. Christening of Ann Elizabeth Alice Louise of Edinburgh. News from the sportworld: football.

WARNER PATHE NEWS, No. 123—Victory in Korea. Crisis in Indo-China. Bob Hope visits "G.I.'s" in Japan. Royal christening in England. Fashions in fur. News from the sportworld: football.

Warner Club Reelects McGuire, Rosenzweig

At the annual meeting of the board of directors of the Warner Club, the following officers were elected for the forthcoming year:

R. A. McGuire, re-elected president for a second term; Bernard Rosenzweig, re-elected vice-president. Others elected were: vice-president in charge of welfare, Ruth Weisberg; vice-president in charge of claims, Fred Stengl; vice-president in charge of social activities, Harry Mayer; treasurer, John Holmes; assistant treasurer, Barry O'Conner; secretary, T. R. Kupferman.

Production Work on 20th's 'David' Moves

HOLLYWOOD, Oct. 24.—20th Century-Fox's "David and Bathsheba" will get an all-star cast to support and surround Gregory Peck and Susan Hayward, production chief Darryl Zanuck and director Henry King have agreed in a series of conferences here. Decision was reached in conferences between Zanuck and King following King's return from Nogales, Ariz., where he recently launched preliminary work on location sets.

Cohen Takes to Field In 'Heineman Drive'

Milton E. Cohen, Eagle Lion Classics Eastern division manager, is on a six-week tour of the company's branches in connection with the "Bill Heineman Drive" contest. He will return to New York on Nov. 22, following which he will again visit branches in the South and Southwest. Joe Sugar, contract department head, is accompanying Cohen on his current tour.

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St. Louis Meeting to Draw 400; Program Is Lengthy, Varied

St. Louis, Oct. 24.—More than 400 members of the industry will meet to discuss problems confronting theatres today and discuss ways and means of improving box-office grosses at the annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Illinois, in a two-day meeting to be held Nov. 13-14 at the Chase Hotel, St. Louis. Tom Edwards is president of the organization.

The "pro" and "con" of COMPO will be discussed, also television cutting into box-office receipts.

Jack Braunagel, district manager of Commonwealth Theatres, will present special problems pertinent to drive-in exhibition. Senn Lawler of Fox Midwest will discuss ways and means of building a bigger box-office with showmanship and present a guide to improve public relations. Other activities on the agenda will be a discussion on concessions. A complete report on proceedings from MPTO delegates to the TOA national convention in Houston will be made.

Al Jolson, 64

(*Continued from page* 1)

formed the basis of Warner's "The Jazz Singer," made in 1927, and the first great box-office success for the then new sound pictures, and of "The Jolson Story," the Columbia film in which Larry Parks played the blackface comedian with Jolson's singing voice dubbed in. It, too, was an all-time top grosser.

Born Asa Yoelson, the son of a cantor, Jolson at an early age ran away from home to become a minstrel. He was a Broadway figure of renown before his voice and acting reached the screen with the advent of sound. Though never in complete eclipse, his fame had died down when Sidney Skolsky produced "The Jolson Story" for Columbia and once more projected the old-time minstrel into the limelight. Only recently the Jerry Wald-Norman Krasna producing unit at RKO Radio announced plans to make a film with Jolson to star in person.

Surviving are the widow and two adopted sons.

Cohn Pays Tribute to Jolson As Showman

Tribute to the memory of Al Jolson was paid by Harry Cohn, president of Columbia, which produced and distributed "The Jolson Story" and "Jolson Sings Again," in a statement released here.

"He shared his great talent with the men and women on all fronts," Cohn said, "of the second World War and might well be termed a casualty of the Korean War now. With his death passes a glamorous facet of show business."

In Washington, Eric Johnston, president of the Motion Picture Association of America, joined other industry figures in expressing regrets.

Maurice Costello Ill

Hollywood, Oct. 24.—Maurice Costello, 74, a star of silent pictures, is critically ill of a heart ailment at the Cedars of Lebanon Hospital. Costello has been in semi-retirement for many years, though he sometimes plays bit parts.

Independent Producers Need 'Stronger' UA: Kaufman

A stronger United Artists would be the best "shot in the arm" for independent producers at this time, in the opinion of independent producer Joseph Kaufman in a New York press interview.

Lacking this "shot in the arm," the producers' only solution would appear to be maintenance of their own individual releasing companies, and co-production activity, Kaufman held.

Recently returned from Europe where he produced two films simultaneously this past year, the producer extolled the virtues of co-productions made overseas.

The advantages of making overseas productions are, he said, that you can do something different with a film by giving it a foreign locale; it is possible to bring new faces to the public, and financing is much easier. Kaufman did not include savings on production costs because they are not "sizeable."

M-G-M will release his "Pandora" in this conuntry but no deal has been made for "I'll Get You for This," a George-Raft-Coleen Gray production.

UK Producers Will Fete N. Y. Critics

The New York film critics who will leave here today by plane for the Command Performance in London of 20th Century-Fox's "The Mudlark" will be feted by England's top producers and directors, according to cabled reports received by the company yesterday.

Both Michael Balcon and Sir Alexander Korda will act as hosts at luncheons to be held Friday and Saturday, which will be attended by other leaders of the British industry.

Arriving in London tomorrow, they will be met by Campbell Dixon, president of the British film critics group, who will be host at dinner that evening to be attended by all London newspaper critics.

On Friday, the group will visit the set of 20th Century-Fox's "No Highway," which is currently in production. That evening they will attend the reception at Londonderry House for visiting American film stars invited to the Command Performance of "The Mudlark" on Monday night at the Empire Theatre.

Following the reception they will be guests of Balcon and other J. Arthur Rank producers at dinner at the Connaught Hotel. Other London activities are slated for Saturday, Sunday and Monday, followed by a trip to Paris. They are due back in New York one week from Thursday.

List Changes in M-G-M Press Dept.

Several changes affecting M-G-M's field force of press representatives have been announced by Dan S. Terrell, head of the department. James Ashcraft, representative in the Philadelphia territory for many years, is retiring Friday. Richard Mayers has been assigned to that area. M-G-M will continue to have two full-time representatives making Philadelphia their headquarters, namely, Mayers and Ed Gallner.

Abraham Bernstein has been assigned to Cleveland, and Earl Evans has joined Emery Austin on a temporary assignment in Atlanta.

SAG - TVA Hearing Postponed by NLRB

Los Angeles, Oct. 24.—The National Labor Relations Board here has postponed to Nov. 13 the formal hearing which was scheduled for tomorrow on the Screen Actors Guild's bid for a competitive election with Television Authority in connection with the dispute over control of screen actors who appear in television films.

TVA asked for the postponement. Spokesmen for SAG characterized the TVA move as designed to delay the holding of an election.

Ontario Lists 6 as 'Adult'

Toronto, Oct. 24.—The Ontario Board of Censors has placed the following six features in the classification of adult entertainment: "No Way Out," "The Return of Jesse James," "A Life of Her Own," "Born to Be Bad," "Shakedown" and "Gelosia."

M-G-M Short Roster Ahead in Schedule

Hollywood, Oct. 24.—Fred C. Quimby, head of the M-G-M shorts production, has disclosed that the production status in this field today is the farthest ahead of schedule in M-G-M's history.

He stated all 16 cartoon subjects for the 1950-51 season, which started Sept. 1, were either completed and in exchanges or in various stages of filming or editing. These include eight Tom and Jerry subjects, three Droopy cartoon and five novelty subjects. M-G-M also will release six reprints, a total of 22 cartoons for the year.

Agent to Produce; Drug Heir Finances

Hollywood, Oct. 24.—Lou Schor Productions has opened headquarters in the Motion Picture Center, with Schor, a literary agent; William Otto, Sontag drug chain heir, and Anthony Z. Landi, formerly an associate producer for I. G. Goldsmith, as principals.

Otto is financing the company, which his already signed Cyril Endfield to direct an untitled story by Lester Seelig and Merwin Gerard. Publicity director is Robert Ellis, former magazine editor and Army correspondent.

Honor RKO's Meakin

Washington, Oct. 24.—A reception and preview was given at the Academia, the showcase here of the Motion Picture Association of America, today in honor of Hardie Meakin, RKO Radio's Washington representative. Also screened was RKO Pathe's new "This is America" short, "The Seven Cities of Washington."

Tenn. Admission Tax

Nashville, Oct. 24.—The Tennessee Municipal League has secured the approval of Governor Gordon Browning for a local tax program which includes a local amusement levy against film admissions.

Sue US Agent Over Distribution of New Ticket Device

Salt Lake City, Oct. 24.—A complaint charging interference with distribution of a new type theatre ticket has been filed in U. S. District Court here by Henry F. Ungerleider and E. W. McGhan who allege that their newly-devised (Snoop-Roof) tickets have been denied distribution by William J. Korth, Collector of Internal Revenue in the Salt Lake office.

The plaintiffs claim that their tickets have been approved by the U. S. Treasury Department and Internal Revenue Bureau but that Korth has ordered certain theatres to stop using the tickets. Snoop-Roof tickets are made so that the serial number drops into the cashier's office rather than being part of the stub sold to the patron. U. S. District Court Judge Willis W. Ritter has ordered Korth to show cause why an injunction should not be granted restraining him, his agents, and employes from interfering with the sale of the tickets. Korth must reply before November 3.

Ungerleider, formerly of Salt Lake, is now with Durwood Theatres of Kansas City. McGhan lives here.

N.Y. Variety Inducts At Meeting on Friday

Induction of new officers and members and an address on a proposed blood bank by Dr. Henry Falk will be among features of the Variety Club of New York's general election meeting scheduled for Friday at the organization's Hotel Astor headquarters, according to retiring chief barker Max A. Cohen. Fred J. Schwartz has been nominated to succeed Cohen.

Urschel in L.A. Post

Los Angeles, Oct. 24.—Ed Urschel, auditor at the M-G-M San Francisco branch, has been moved to the local office to act as manager in the absence of Jack Valpey, who has been ill for some time.

Improved Markets

(*Continued from page* 1)

Regarding restrictions, Ritchey said "economics will win out." He foresaw "exhibitors of the world joining forces with Hollywood to keep their governments in line."

Ritchey, who was in Japan arranging for releases, said that SCAP had already approved of three Monogram films, "The Babe Ruth Story," "Song of My Heart" and "Kidnapped," and that this week approval came in for another 16 films. Release of 21 Monogram films are expected this year in Japan, with Shochiku Co., Ltd., handling distribution. The yearly product breakdown for Japan allows for 271 from U. S.; France, 24; England, 14; Italy, 6; Russia, 6, Ritchey stated.

In Indo-China open banditry was a factor hampering film distribution, Ritchey declared. Business was declared to be good in Ceylon, with "remittances coming in regularly."

Ritchey asserted that he expects an announcement to be made shortly on the start of the first film in the joint production deal with Associated British-Pathe, which calls for two pictures a year.

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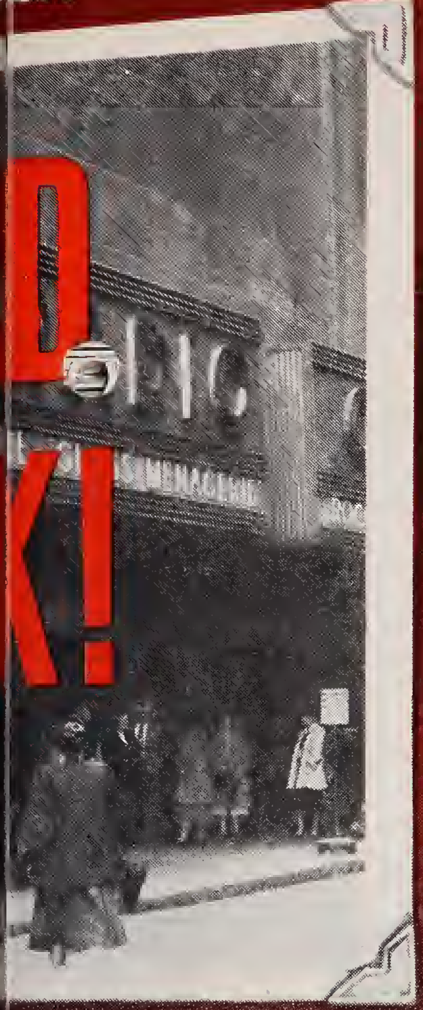
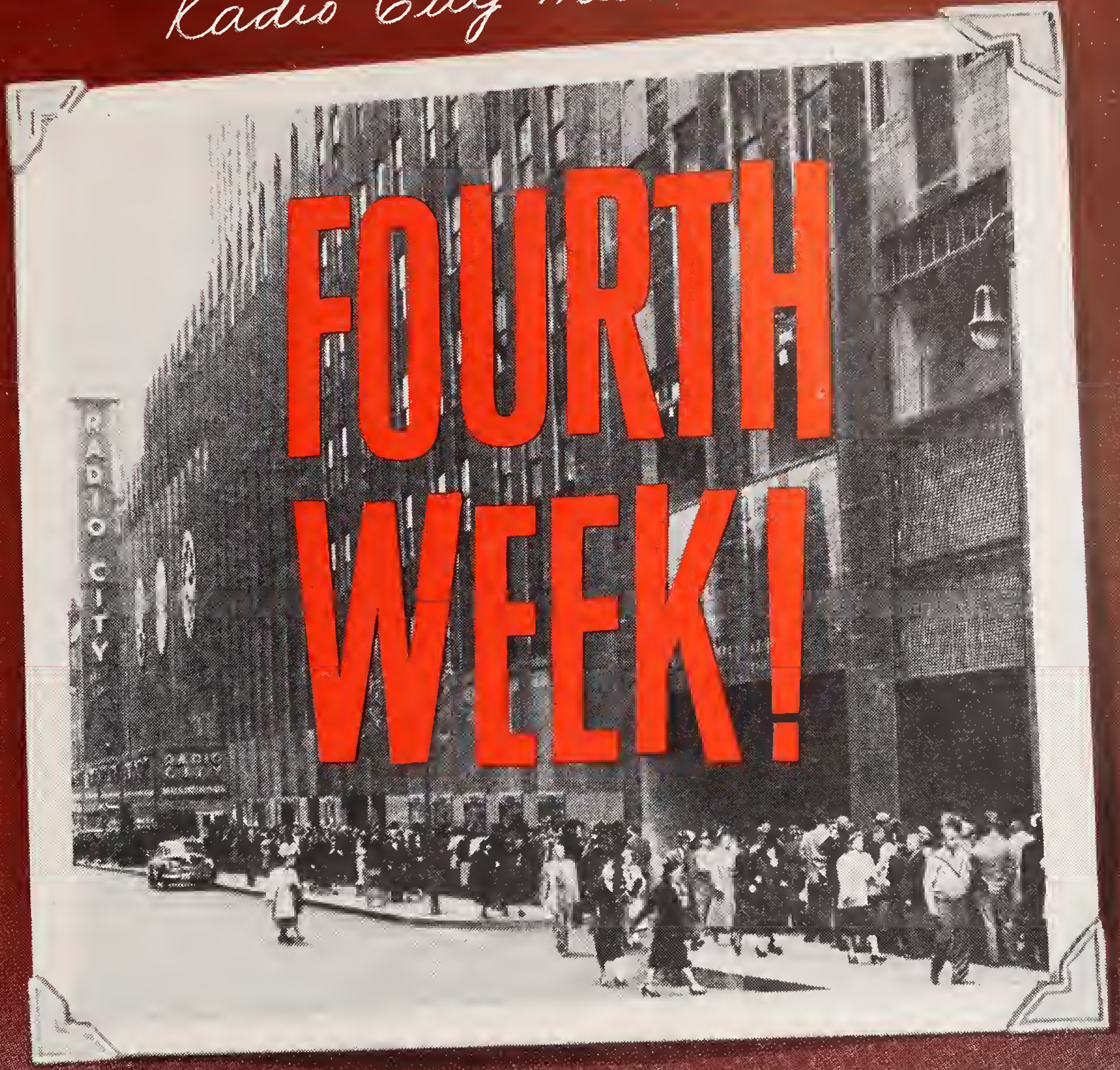


Radio City Music Hall



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ALTER WINCHELL

"The GLASS MENAGERIE"

PRODUCED BY JERRY WALD AND CHARLES K. FELDMAN DIRECTED BY IRVING RAPPER
Adapted for the Screen by TENNESSEE WILLIAMS and PETER BERNEIS
From the Original Stage Play by TENNESSEE WILLIAMS As Presented on the Stage by
Eddie Dowling and Louis J. Singer Original Music by Max Steiner
A CHARLES K. FELDMAN Group Production DISTRIBUTED BY WARNER BROS.

U-I Augments Field Staff for 'Milkman'

To provide its new Donald O'Connor-Jimmy Durante comedy, "The Milkman," with an all-out promotional campaign comparable to recent campaigns on "Francis" and "Louisa," Universal-International has expanded its field exploitation staff to handle key city openings of the film which will have its world premiere at the Riverside Theatre in Milwaukee on Nov. 3.

Fourteen exploiteers already have been assigned by Charles Simonelli, in charge of national exploitation. Robert Ungerfeld, Jerome M. Evans and Terry Kelly will comprise a special staff working out of the home office while John McGrail will cover Boston; Bill Slater, Indianapolis; Ben Hill, Memphis; Guy Biondi, St. Louis; Phil Laufer, Philadelphia; Betty Cameron, Buffalo; Maurice Harris, Milwaukee; Betty Lou Thompson, Chicago; Cliff Brown, San Francisco; Larry Greib, Harrisburg, Reading and Allentown and Bill Blake, Seattle. Ben Katz, U-I Midwest field representative, is supervising the territorial openings.

Montagne Joins Agency

Edward J. Montagne, former motion picture director and writer, has joined William Esty Company as a television producer.

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Daff Heads World Sales

(*Continued from page 1*)

link A. J. O'Keefe, assistant sales manager under Scully, with the future appointment. However, the company in making the announcement was silent on the subject.

Creation of the new post of director of world sales, and Daff's appointment to it, were cited by Nate J. Blumberg, Universal president, as "carrying forward plans of the company to coordinate its foreign and domestic sales departments" so that its film distribution "may be formulated on a global scale."

Daff, who has been with Universal's foreign department for 30 years, serving throughout the world, replaced Joseph H. Seidelman as head of Universal's foreign distribution only last spring. Seidelman now is on a two-year, non-exclusive, consultative basis with Universal. Daff, thus, will take over most of the active duties formerly handled by both Scully and Seidelman.

Blumberg said yesterday Universal's "progress in the past 13 years is the best tribute to the accomplishments and brilliant record of Scully. He succeeded in doubling the number of Universal accounts during the past 13 years, a most important factor in the consistent increase in the company's domestic business."

Blumberg said Scully's "knowledge and ability will continue to be one of our major resources."

Scully, independently wealthy, has a winter home in Florida and for the past several years has sought to make an arrangement by which he could spend more of his time there. The new post will realize that ambition for him. Scully, a former M-G-M sales executive, joined Universal in 1938 shortly after the late Carl Laemmle, Sr., sold control and new management, with Blumberg as president, took over.

Of Daff, Blumberg said: "He will bring to his new position a wealth of experience. His knowledge of world economics and their direct relation to the problems of the film industry and the marketing of pictures has been obtained through this vast experience (30 years as a sales executive of the company)."

Tonks and Casey in U-I Foreign Field Promotions

Appointment of Herbert Tonks as Universal-International supervisor of the Eastern and Far Eastern divisions—which comprise Japan, Korea, China, Formosa, Hong Kong, Malaya, Philippines, Indonesia, Indo-China, Burma, Siam and India—has been announced by Alfred E. Daff, U-I executive. The appointment followed the resignation of Robert M. Lury, formerly supervisor of the Eastern division. Tonks will continue to make his headquarters in Manila for the time being. He held the posts of general manager for the Philippines and Far Eastern supervisor for U-I since 1945. His association with U-I goes back to 1934 when he started as a salesman in the foreign field.

Daff also announced that Maurice Casey, U-I sales manager in the Philippines since 1948, has been appointed general manager of the company's Philippines subsidiary. Casey has been associated with U-I since 1946.

$1 Universal Dividend

The Universal board has declared a quarterly dividend of $1.06¼ per share on the four and one-quarter per cent cumulative preferred stock of the company. Dividend is payable Dec. 1 to stockholders of record on Nov. 15.

Truman Telecasts

(*Continued from page 1*)

President Truman's UN address, showed little rise over regular Tuesday morning figures, their patrons appeared thoroughly appreciative of the televising of a newsworthy event in conjunction with regular film programs.

Century Theatres' Marine in Brooklyn and Queens in Long Island televised the President's address, which marked the fifth anniversary of the UN, gratis for the benefit of school students. Thus, these two houses established a new mark in the circuit's public service endeavors, and presumably garnered thereby for themselves added good-will in the neighborhoods where they are situated.

The Paramount Theatre telecast, which this reporter witnessed, was good for the most part from a technical standpoint. Except for close-up shots of the President, UN General Secretary General Trygve Lie and one other who spoke from the rostrum, however, a vague haziness characterized the images on the screen. Some camera angles lent a marked whiteness to the President's visage, whereas other shots produced natural shadings. Apparently the whiteness was due to the position of lights at the Flushing Meadow scene, and could not be aided at the receiving end of the telecast.

The audience seemed oblivious of technical defects, however, and reacted to the telecast as though they were present at the scene of the President's address. When the Chief Executive made his points on disarmament, for instance, the theatre audience applauded, and likewise demonstrated its attentiveness at other intervals in the speech. Brooklyn Fox manager Lou Levy reported similar audience reaction at that theatre.

Attendances at the Paramount and Fox were described by the managements as fairly good, and the Marine management reported a full house of students. Some 400 were on hand for the telecast at the 2,500-seat Queens. It was indicated that attendances at the Paramount and Fox no doubt would have been better had the telecast taken place of an evening.

RKO Fordham Will Inaugurate Theatre Video on Saturday

RKO's Fordham Theatre in the Bronx on Saturday will inaugurate large-screen theatre television, the theatre reported here yesterday. A telecast of an event of the moment will be presented in conjunction with the regular film program, topped by the film, "Panic in the Streets."

The theatre has installed an RCA instantaneous direct-projection system.

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Joan Release

(*Continued from page 1*)

clude RKO's Keith Theatre, Washington, Nov. 1; Capitol, Montreal, Nov. 3; Orpheum, New Orleans, and Missouri, Kansas City, both on Nov. 15.

The 27 awards and citations to "Joan of Arc," its producer, star and other principals, follow:

Look Magazine, Achievement Award to Walter Wanger for producing "Joan of Arc"; *Look Magazine,* among 15 best; *Life* color cover and 10 pages in color; *Parents' Magazine,* Medal of Extraordinary Achievement; *The Sign,* winner of seventh annual award as Outstanding Picture of the Year; *The Sign,* among 10 best; *The Commonweal,* among 10 best; *National Board of Review,* Committee on Exceptional Films, among 10 best; *Cosmopolitan Magazine,* Citation of the Month by Louella O. Parsons.

Seventeen, Picture of the Month (January); *Christian Herald,* Picture of the Month (February); *Christian Advocate,* Picture of the Week; *Motion Picture Magazine,* Movie of the Month; *Photoplay Magazine,* Ingrid Bergman Gold Medal Actress for 1948 (third successive year); *Movie Stars Parade,* To Ingrid Bergman, Best Performance of the Month, citation, one of the year's top films; *Coronet,* Ingrid Bergman among "First Ladies"; France's most popular Foreign Actress, Ingrid Bergman by poll of French public and exhibitors through *Cinemonde* and *Film Francais;* Joan of Arc Post of American Legion, Bronx, to Ingrid Bergman, Citation of Appreciation; *Life Magazine* salutes Jose Ferrer as "best actor" for role of Dauphin.

The Christophers, citation received by Walter Wanger from Father James Keller, founder and director of The Christophers, first award ever given a motion picture by The Christophers; Special Award by Motion Picture Academy of Arts and Sciences to Walter Wanger for "Distinguished Service to the Industry, and adding to the moral stature of the industry"; Academy Award for best color photography to Joseph Valentine, William V. Skall and Winton Hoch; Academy Award for best costume design in color to Dorothy Jeakins and Karinska; Protestant Motion Picture Council, one of 12 best of 1949; Joseph Valentine, among 10 1949 Ace Cameramen, as voted by the nation's critics on the basis of specific motion pictures; awarded "The Challenge" by *Cine Revue,* Belgian magazine, as the most successful motion picture of 1949, highest award granted a picture in Belgium; French "Oscar" to Ingrid Bergman, performance judged the best acting by any foreign actress during 1949.

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(*Continued from page* 1)

follow suit by making similar requests.

No wage increases were granted last year, but an 11.17 per cent cost-of-living bonus in effect since January, 1947, was frozen into the minimum scales.

Brecher Will Lead

([illegible]*ntinued from page* 1)

lection of $452,000 had been made last year.

Simon H. Fabian, over-all Federation campaign chairman for October, said that the goal of the Federation drive is to raise $20,000,000 to maintain current services at many affiliated agencies. Fabian asserted that insufficient funds is limiting services and that the current campaign has been termed the "campaign to end the waiting list."

Monogram Promotes

(*Continued from page* 1)

branch manager, will be the New York manager.

Milt Lipsner, formerly Oklahoma City manager, becomes the Washington manager and W. G. Carmichael, former salesman in Oklahoma City will be the new manager there.

Goldstein stated that setting up a branch and district manager in New York was in anticipation of additional business in this area because of the "1951 Monogram program" spearheaded by six pictures in color and seven "extra-budget" Allied Artists productions.

New Censorship Test

(*Continued from page* 1)

ship test to the Texas Criminal Court, and eventually to the U. S. Supreme Court where, for the first time, industry lawyers will have the kind of a case to work with which they have long sought, involving, as it did, an arrest and jailing for ignoring a censor's ban. The Gelling case is the kind that industry attorneys believe would be an "air-tight, perfect high court censorship test case," because it is one in which an exhibitor "played a film banned by censors and was fined or imprisoned."

Not as clear cut were the recent "Lost Boundaries" and "Curley" high court appeals; they involved legal technicalities and the high court rejected both.

The Paramount in Marshall had booked 20th-Fox's "Pinky" for last Feb. 12-14. Naturally, the engagement was advertised in advance. Two days before the scheduled opening, the citizens of Marshall suddenly had a motion picture censor board, established that very day, under the authority of the archaic ordinance. On Feb. 11, the new board demanded a private screening of "Pinky" and promptly said that it could not be shown in Marshall. Gelling ignored the edict and showed the picture. On Feb. 15 he was arrested and jailed until he provided bail. He stood trial, subsequently, in a local court, was convicted on three of 15 counts and paid a fine of $100. The case was taken to the County Court, which yesterday fined Gelling another $200. Immediate appeal will be taken to the Texas Criminal Court, and then to the Supreme Court. Under legal procedure, the case could have been taken directly to the Supreme Court had the fine been larger.

Eric Johnston, president of the Motion Picture Association of America, took the Gelling case and film censorship in general to the press of the country yesterday when he appeared before the Inland Daily Press Association in convention at the Congress Hotel in Chicago.

Johnston disclosed that there are approximately 200 American localities which censor motion pictures in one way or another, and six state censor boards—New York, Pennsylvania, Maryland, Virginia, Ohio and Kansas, with a seventh state, Massachusetts, censoring films for Sunday exhibition.

In attacking the ban on "Pinky," Johnston told the press delegates that the picture "is a clean, decent portrayal of the contemporary American scene," declaring, "you won't find any responsible person in our industry who wants traffic with the salacious or lascivious." He reminded the delegates that "we have a self-imposed and self-operating code of decency in the production of films. We have had it for 20 years—and it works."

"The screen, like the press, does have the inalienable right of free expression," declared Johnston. Significantly, he added: "Wouldn't it be delightful irony if a lawsuit with the salty, earthy little name of the 'Pinky' case finally bolts down another milestone on our long trudge toward full freedom of expression — un-blue-pencilled freedom? The record angel of justice would grin from ear to ear."

Continuing, Johnston observed: "We think that if people can be trusted to read what they like, and to say what they like, they can also be trusted in their choice of films or in stations on the dial."

Technicolor Quarter Net Is $474,380

Technicolor's consolidated net profit for the quarter ended Sept. 30 is estimated at $474,380, it was reported here yesterday by Dr. Herbert Kalmus, company president. The figure is equivalent to 52 cents per share of stock. It compares with $620,830, or 67 cents a share, for the corresponding quarter of last year.

The consolidated net for the nine months ended Sept. 30 is estimated by Dr. Kalmus to be $1,464,146, equivalent to $1.59 a share. This compares with $1,768,549, equivalent to $1.92 per share, in the corresponding nine months of 1949.

NBC's Brooks Promoted

William F. Brooks has been named to the new post of vice-president in charge of public relations of NBC.

COLUMBIA'S FIRST SIZZLING SERIAL SCOOP OF 1950-51

AN EXPLOITATION NATURAL for every showman!

AN ENTERTAINMENT NATURAL for every parent and child who ever dreamed of fighting for buried treasure in the fabulous South Seas!

PIRATES OF THE HIGH SEAS

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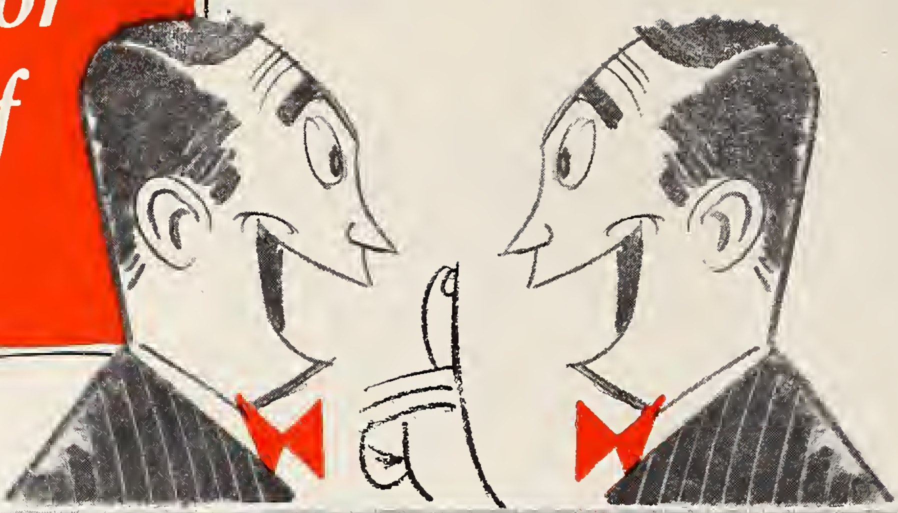
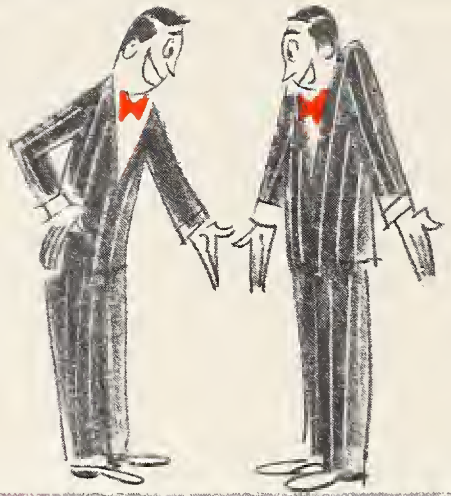
about what to book for Thanksgiving!



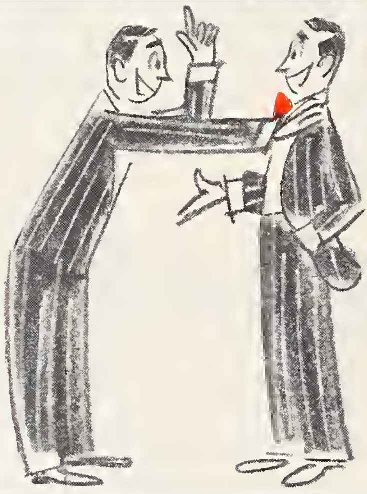


"Let's book **'ALL ABOUT EVE',** Pal! It's the biggest thing to come along in years!"

"That's what I keep telling myself! Our patrons are really yelling for **'ALL ABOUT EVE'!"**

"But how can we overlook **'THE JACKPOT',** baby—Jimmy Stewart really HITS in this laugh Bonanza!"

"Couldn't have said it better myself! Harrison's Reports said, **HILARIOUS! UPROARIOUS!** Excellent for the family!"



"Hold Everything! We can get **AMERICAN GUERRILLA** in the Philippines'! Technicolor! Ty Power! Micheline Prelle!"

"You took the words right out of my mouth!"

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Allied Attack On Bidding Seeks US Aid

Committee Meets Here Nov. 16-17 on Strategy

WASHINGTON, Oct. 25.—Allied States Association's committee to work for changes in the New York court decree provisions on competitive bidding will meet in New York on Nov. 16 and 17 to discuss proposals for accomplishing this, according to Allied general counsel Abram F. Myers.

There will be no meetings with distributors at that time, Myers explained. The committee will merely draw up and agree on proposals to submit to the distributors and the Department of Justice, and the distributors and the Justice De-

(*Continued on page* 4)

New Theatres' Ban Is Called Good News to Exhibitors

Far from being dismayed by the prospect of a ban on new theatre construction by the National Production Authority, exhibitor leaders and theatre owners generally view the impending order as a welcome one for exhibition.

The NPA's official ban is expected momentarily. It probably will be issued in Washington today.

Spokesmen for exhibition in many

(*Continued on page* 4)

Youngstein Handles 'Brotherhood' Ads

The appointment of Max E. Youngstein as national chairman of advertising and publicity of the motion picture division, for "Brotherhood Week, 1951," was announced yesterday by Eric Johnston, chairman of the division. Brotherhood Week is sponsored annually by the National Conference of Christians and Jews.

Youngstein, who is vice-president in charge of advertising-publicity for Paramount Film Distributing Corp., served in the same capacity in last year's Brotherhood campaign.

Skouras Brothers in New Decree Talks

Washington, Oct. 25.—Both Spyros Skouras and Charles Skouras took part in consent decree talks today with the Justice Department, as 20th Century-Fox stepped up its efforts to reach a settlement. Participants in the talks would not discuss details or even say when a decision might be expected.

Kramer-Katz Deal Ready

Full details of the newly-formed partnership between Stanley Kramer and Sam Katz are due to be revealed here early next week following the arrival of the former on Saturday from the Coast.

Under the partnership, Kramer is expected to launch an enlarged production program, possibly bringing in outside producers, with releasing arrangements through the recently-formed Stanley Kramer Distributing Corp., of which George J. Schaefer is president.

Brandt-RKO Deal Continues Dormant

Noah Dietrich, RKO board chairman, and Thomas Slack, counsel for Howard Hughes, reported "no change" in the status of the Harry Brandt negotiations for Hughes' controlling stock interest in the post-divorcement RKO theatre company, prior to their departure for the Coast

(*Continued on page* 4)

TRADE PRACTICES CODE PROPOSED

Coast Reports UA Shifts Due

HOLLYWOOD, Oct. 25.—A revision of the $5,400,000 option deal by which management of United Artists passed to Paul V. McNutt, Frank McNamee and Max Kravetz was reported in the offing here today following conferences between McNutt, Mary Pickford and Charles Chaplin.

Miss Pickford will leave here tomorrow for New York, bringing the revised proposal, including any compromise to which Chaplin may agree. If the changed option agreement is acceptable, McNutt is expected to continue head management and to announce further administrative changes.

These were reported to be: Withdrawal of McNamee from the McNutt combine; the return of George Bagnall to the company in an advisory production post.

Part of the new financing for UA operations is said to be coming from

(*Continued on page* 4)

Compo Unit Starts In Seattle Area

Organization of a Council of Motion Picture Organizations committee for the Seattle exchange area was announced here yesterday by Harry Brandt, chairman of the COMPO organizing committee. This is one of the first in the field to be organized.

Members of the Seattle committee

(*Continued on page* 4)

Sen. Benton Urges Truman to Export 5,000 Projectors to 'Win' Koreans

Washington, Oct. 25.—Senator Benton (D., Conn.) today urged President Truman to make greater use of motion pictures to cement the victory won by UN forces in Korea.

Emphasizing the need to "win the minds and loyalties of the Koreans," Benton showed the President a portable projector which he is using in his campaign for re-election, and suggested that the U. S. send to Korea at least 5,000 of these machines. Films showing the aims of U. S. foreign policy and the American Way of Life should be prepared weekly by the film industry for use in the campaign, Benton declared. The Connecticut Democrat, formerly in charge of the State Department's overseas information program, has been leading the fight in the Senate for a huge expansion of that program.

Benton said the President was "much taken" by the idea, and suggested he discuss it with top State Department officials.

SIMMP Favors Meeting With FTC, D. of J.; MPAA Stand in Doubt

A fair trade practice code for the industry, drafted with the cooperation of the Federal Trade Commission and, possibly, the Department of Justice, is under consideration and may be the subject of formal meetings in the near future.

Ellis Arnall, president of the Society of Independent Motion Picture Producers, confirmed here yesterday that informal discussions already have been held by him with James Mead, FTC chairman, in Washington.

Arnall expressed himself as favorably disposed toward the project and said he hoped that other industry or-

(*Continued on page* 5)

Arnall to D. of J. On Complaints of 'Closed Situations'

Ellis G. Arnall, president of the Socitey of Independent Motion Picture Producers, indicated here yesterday that he plans to confer in Washington with Department of Justice officials either tomorrow or early next week relative to the Society's complaints against "closed situations" and certain trade practices that have come within the framework of the industry anti-trust suit.

Arnall said his trip to Washington at this time is subject to his being

(*Continued on page* 5)

Charges 'Coercion' On Compo Payments

PHILADELPHIA, Oct. 25.—Allied of Eastern Pennsylvania has received reports that some film companies were attempting to "coerce" exhibitors to make payments to the Council of Motion Picture Organizations "with the usual thinly veiled threat that unless exhibitors pay these bills, the exchange would not 'cooperate' with exhibitors on some other important matter," according to Sidney E. Samuelson, general manager of the organization.

Samuelson urges members to notify

(*Continued on page* 4)

Personal Mention

BARNEY BALABAN, Paramount president, and MRS. BALABAN are scheduled to arrive in London on Monday and will give a cocktail party for British friends at Claridge's on Wednesday.

•

IRA TULIPAN, 20th Century-Fox trade press contact, accompanied the group of New York film critics on their trip to London this week for the Command Performance of 20th's "The Mudlark."

•

PHIL REISMAN, RKO Radio vice-president in charge of foreign distribution, and ROBERT S. WOLFF, managing director for Britain, are due in London from Paris on Monday.

•

HARRY SHERMAN, producer, will leave New York for the Coast tomorrow following a week of product conferences.

Videofilm TV Test At TOA Convention

HOUSTON, Oct. 25.—Videofilm theatre television system will be given its first Southwestern demonstration at the Mid-Century Convention of the Theatre Owners of America here Oct. 30-Nov. 2.

General Precision Laboratory will have its Videofilm system for television relay in operation from pickup camera to theatre screen.

Videofilm made its initial bow at the TESMA 1950 Chicago trade show.

The system, now in production by GPL, is to be distributed and installed in theatres nationally by National Theatre Supply Co.

Attending the convention from NTS will be Walter E. Green, president; Oscar S. Oldknow, vice-president, and R. L. Bostick, area manager. From GPL will be Blair Foulds, sales manager, and E. Arthur Hungerford, Jr., John Sims, L. L. Pourciau and Thomas Dixcy.

Rodgers to Address TOA Houston Meet

William F. Rodgers, M-G-M sales vice-president, will address the Mid-Century Convention of the Theatre Owners of America at the Shamrock Hotel, Houston, next week. George Murphy will be toastmaster at the closing session of the TOA meetings on Nov. 2. H. M. Richey will also go to Houston.

Alfred Katz Promoted

Alfred Katz, formerly United Artists manager in Singapore, has been appointed manager in Puerto Rico, with headquarters in San Juan, by Al Lowe, general manager of UA's foreign department. Katz, who has been in New York for the past few months, will leave by plane on Saturday to assume his new post.

SEG Wins Time in Paramount Action Initiated by NLRB

At the request of the Screen Employes Guild here the National Labor Relations Board in Washington has given the union 18 more days in which to prove the validity of its claim to represent the 400-member unit of "white collar" workers and publicists at the Paramount office.

Under a "show cause" order issued by the Board on Oct. 16, the Guild, which recently became identified with the Distributive, Processing and Office Workers of America, was required to satisfy the government agency by today that the claim is valid. The new deadline for SEG's compliance is Nov. 13.

In its order, the Board stated that "because of the loss of identity of the United Office and Professional Workers of America (SEG's parent union) by a merger with some other labor organizations forming the Distributive. Processing and Office Workers of America," NLRB will deny the film union's motion to substitute the name "SEG, Local 20, UOPWA," in place and instead of the names Screen Publicists Guild, Local 114, UOPWA, and Screen Office and Professional Employes Guild, Local 109, UOPWA.

The Board stated that subsequent to the filing of the motion to substitute, it learned "administratively" of the merger of UOPWA and other labor organizations to form DPOWA.

U. S. Reports Sharp Tax Revenue Drop

WASHINGTON, Oct. 25.—General admission tax collections in September were off more sharply from the 1949 level than in any month since February, the U. S. Bureau of Internal Revenue reported here today.

The collections, reflecting August box-office business, amounted to $31,346,385, compared with $35,287,969 in Sept., 1949. In February there was a $5,500,000 drop below 1949 collections.

Al Jolson Services In Hollywood Today

HOLLYWOOD, Oct. 25.—Pallbearers at the Al Jolson funeral tomorrow will be Harry Brand, Harry Cohn, Louis Epstein, Harry Akst, Martin Fried, Nathan Kramer, Al Goetz and John Sneckenberger.

Funeral services will be held here at Temple Israel with Rabbi Max Nussbaum officiating. The body will lie in state at the Temple in the morning. Interment will be in Forest Lawn Memorial Park in Glendale.

Lippert in Washington

HOLLYWOOD, Oct. 25.—Robert L. Lippert, president of Lippert Productions, left here by plane for Washington today for conferences with the Department of Defense on "The Steel Helmet," a film of Korean fighting.

Exhibitors Urged to Use Work Sheets

Philadelphia, Oct. 25.—Allied of Eastern Pennsylvania will, "in the near future," furnish members with work sheets to be used when they are negotiating product deals with film salesmen. The organization urges its members to make out the sheets in duplicate, one going to the salesmen, the other to be retained by the theatre operator.

Paramount is the only distributor now furnishing work sheets. Some other companies are expected to do likewise.

RKO Asks Nov. 7 ELC Suit Hearing

RKO Theatres which, with Loew's, has been named defendant in the $15,000,000 triple-damage anti-trust action filed in U. S. District Court here by Eagle Lion Classics, yesterday asked the court to set Nov. 7 for the start of preliminary hearings.

The defendants' answers to the complaint, which alleges that the two circuits have virtually excluded independently-produced pictures from the New York market through the exercise of "persistent collusive practices," are due to be filed by Nov. 24. ELC's parent, Pathe Industries, and other affiliates are also plaintiffs in the action.

Sally Perle in Charge Of Fine Arts Ads

The Mesal Organization of New York has acquired the account of Fine Arts Films, Inc., and will handle its advertising, publicity, exploitation and public relations, it was announced here yesterday by Fine Arts president D. Arthur M. Epstein. Sally Perle will act as account executive for the agency and director of advertising, publicity and exploitation for Fine Arts. Miss Perle advises that the J. Arthur Rank films to be released by Fine Arts will be given special treatment in art houses and that a newly-conceived style of press book is being adapted to this purpose.

3 Percentage Suits Filed in Pittsburgh

PITTSBURGH, Oct. 25.—Three percentage actions involving the Orpheum Theatre in Clarion, Pa., have been filed in Federal Court here. Twentieth Century-Fox, RKO and Paramount each filed against Saul B. Harris and Citizens Trust Co. as executors of the estate of Lewis Hepinger. The complaints allege operation of the theatre by the decedent from 1942 to the date of his death on April 23, 1950.

James H. Beal and James R. Orr of Reed, Smith, Shaw and McClay of Pittsburgh are the attorneys for each plaintiff, and Sargoy and Stein of New York are of counsel.

NEWS in Brief . . .

JERRY PICKMAN, Paramount assistant director of advertising-publicity, will leave here today for Detroit, Lansing, Battle Creek and Grand Rapids, for conferences on the statewide homecoming celebration of Betty Hutton, who will make personal appearances in advance of "Let's Dance," in which she co-stars with Fred Astaire.

•

Washington, Oct. 25.—Herman Finkelstein, general attorney for ASCAP, tonight urged the U. S. to make every effort to obtain a world-wide copyright convention. He made the statement at a dinner given by ASCAP for the committee of international copyright experts of UNESCO, now working here on a new universal copyright convention.

•

CHICAGO, Oct. 25.—A Federal Court battle over color television will begin here Monday before Federal Judge Phillip L. Sullivan. Sullivan will ask Judge J. Earl Major, Chief Justice of the U. S. Court of Appeals here, to name two other judges to a three-man panel to hear the case.

•

Hollywood, Oct. 25.—The 23rd annual Academy Awards event will be held March 22 at the RKO Pantages Theatre here, Academy president Charles Brackett announced today.

•

LOS ANGELES, Oct. 25.—The Midwest division has won the business drive of Fox West Coast Theatres, the company reports.

The Intermountain division came in second, Wisconsin, third, Northern California, fourth, and Evergreen, fifth.

•

Hollywood, Oct. 25.—Don Hartman has been named film industry chairman of the 1951 March of Dimes campaign by the National Foundation for Infantile Paralysis.

Academy Luncheon Today at Piccadilly

Stars of the screen and stage will attend the AMPA luncheon today at the Piccadilly Hotel here honoring the Academy of Motion Picture Arts and Sciences of Hollywood. Charles Brackett, president of the Academy, has flown in for the occasion, with Bosley Crowther, New York *Times* screen editor and critic as chairman.

Among other guests are Oscar Hammerstein, Celeste Holm, Denise Darcel, Paul Lukas, Robert Montgomery, Thomas Mitchell and members of the Academy's board.

Simons to Address Meet

M. L. Simons, M-G-M home office assistant to H. M. Richey, in charge of exhibitor relations and editor of M-G-M's *The Distributor,* will address the Allied Theatre Owners of Wisconsin and Upper Michigan at the Schroeder Hotel, Milwaukee, during its convention to be held Monday through Wednesday.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address. "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

EVERYBODY'S SHOWING Those Wonderful SHORTS!

WARNER'S
LOEW'S
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FOX WEST COAST
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INTER-STATE
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JEFFERSON
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RICHARDS-NACE
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MONOGRAM'S

Little Rascals

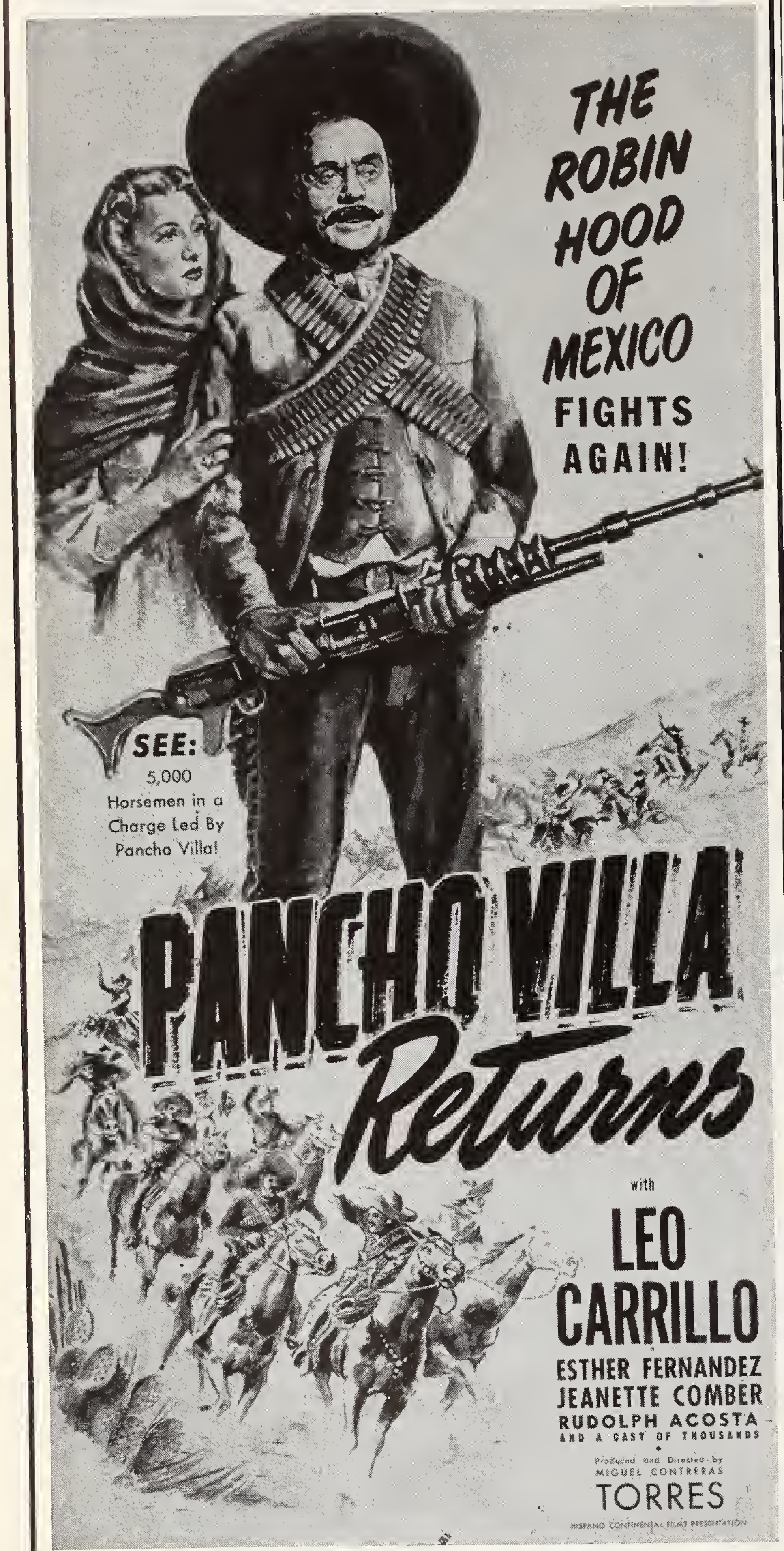
The KIDS Who Made the Whole World LAUGH!

FARINA • JACKIE COOPER • DICKIE MOORE
SPANKY MacFARLAND • SUNSHINE SAMMY
JOE COBB • MICKEY DANIELS

DISTRIBUTED BY MONOGRAM THROUGHOUT THE WORLD!

Ask the man who plays 'em!

PANCHO VILLA
Held Over on Broadway


THE ROBIN HOOD OF MEXICO FIGHTS AGAIN!
SEE: 5,000 Horsemen in a Charge Led By Pancho Villa!
PANCHO VILLA Returns
with
LEO CARRILLO
ESTHER FERNANDEZ
JEANETTE COMBER
RUDOLPH ACOSTA
AND A CAST OF THOUSANDS
Produced and Directed by MIGUEL CONTRERAS TORRES
HISPANO CONTINENTAL FILMS PRESENTATION

Playing at RIALTO THEATER, New York
Presented By
HISPANO CONTINENTAL FILMS, Inc.
50 East 42nd Street, New York, N. Y.

Allied Attack

(*Continued from page 1*)

partment will be notified that Myers will be available at any future time to discuss these proposals with them.

Members of the committee, in addition to Myers, are: H. A. Cole, Nathan Yamins, Jack Kirsch, Sidney Samuelson and Ray Branch.

Myers emphasized that the committee's work is by no means confined to elimination of the "or others" phrase from the decree provisions. It may go considerably farther than making recommendations to end competitive bidding where one independent is bidding against another. Myers said the committee would discuss all aspects of the question, including whether changes are desirable in cases where an independent is bidding against an affiliated circuit, for example, he said, requiring all bids to be open, or placing some time limit on bids.

Allied leaders are being asked to forward suggestions to members of the committee.

Asked why the proposals would be submitted to the Justice Department as well as the distributors, Myers explained that "the Department is a party to the decree and if it doesn't agree there may not be any changes, even if the companies do."

Ban on Building

(*Continued from page 1*)

sections of the country actually felt relief, they admitted, when informed that the new theatre building ban was in preparation.

Typical comments sent to MOTION PICTURE DAILY included the following:

"It can't come too soon to suit us."

"We will have no protest to make."

"We'll be completely patriotic in conforming with the order when it is issued."

The order will apply to drive-in construction as well as to standard theatres.

Many exhibition spokesmen observed they knew of no one planning to build theatres and observed that the drive-in field is and has been "over-built" for some time, with close to 3,000 drive-ins estimated to have been in operation during the outdoor season just ended.

With theatre attendance in its current uncertain state, established exhibitors everywhere feel that this is no time for expansion and are agreed that there is already plenty of competition for available ticket-buyers.

Recently, North Central Allied Theatre Owners endeavored to get a local ordinance adopted in Minnesota to accomplish exactly what the NPA proposes to do nationally—to halt new theatre construction.

Compo in Seattle

(*Continued from page 1*)

are: Maury Saffle, of Saffle's Theatre Service; Frank Newman, Sr., of Evergreen Theatre Corp.; Fred Danz, Sterling Theatres; James Hone of the Independent Theatre Owners of Washington, Idaho and Alaska; Charles Doyle, secretary of the Central Labor Council; Vic Gauntlett, Evergreen Theatres; William J. Conner, John Hamrick Theatres, Inc.; L. O. Lukan, E. F. Shearer Theatres, and Sam Davis of M-G-M. All have their offices in Seattle.

Coast Reports

(*Continued from page 1*)

Walter Heller and Co., whose vice-president, Milton Gordon, is now in New York.

Paul V. McNutt, United Artists board chairman, is scheduled to return to New York late today or tomorrow from Hollywood conferences with Mary Pickford and Charles Chaplin.

McNutt left the Coast [illegible]rday and is scheduled to stop off in Bloomington, Ind., today to address a public meeting there, continuing to New York afterward. Neither McNutt, Miss Pickford nor UA had any statement to make yesterday on the results of the three days of conferences.

Purpose of his visit had been reported as an effort to get Miss Pickford and Chaplin to revise the $5,400,000 option price downward, bringing it more in line with the current estimates of the company's worth. If that could be accomplished, financial sources would be more willing to advance new money for company operations, it is said. A refusal on the part of Miss Pickford and Chaplin probably would result in the departure of the McNutt-headed management from UA, it is reported. The option, however, runs to the end of next year.

Brandt-RKO Deal

(*Continued from page 1*)

yesterday.

It was indicated that no developments are looked for in the immediate future. Hughes reportedly is insisting upon a virtually all-cash deal for his 923,029 shares at a price in excess of $6 per share. Brandt's group is said to be still scouting for the money.

There is no indication that other bidders for the Hughes' stock have entered the picture yet. Terms of the RKO consent decree require Hughes to dispose of the stock or turn it over to a trustee, when the theatres are divorced from the production-distribution company next Jan. 1.

Charges 'Coercion'

(*Continued from page 1*)

the Allied office of any such attempts and said that the matter will be presented to a general membership meeting next Tuesday which will also hear a report on the recent national Allied convention held in Pittsburgh.

In the meantime, while the association has voted not to participate in any activities of COMPO except those which its board might specifically approve, it leaves the payment of dues to COMPO entirely up to the individual exhibitor.

(A spokesman for the Council of Motion Picture Organizations here said yesterday in commenting on Samuelson's charges that he doubted that "coercive" methods were used. He added that if such methods were used, they were contrary to the spirit of COMPO.)

THEATER PROPERTIES WANTED
Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.
LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

Trade Practices Code

(Continued from page 1)

ganizations interested in eliminating auses of litigation in the industry vould join in the move so that its possibilities might be fairly explored.

According to reports, the Motion icture Association of America also as been approached informally on the ubject of a fair trade practices code ut has reserved expression of an atitude. Unofficially, MPAA is decribe[illegible] feeling that even if an greement could be reached on a code t would not provide immunity from nti-trust prosecution and, therefore, vould promise little in the way of essening industry litigation.

Arnall, however, takes the position hat it might be the answer to some ypes of litigation, and would be worth rying from that standpoint. Also, he elieves it might be possible to work ut some code provisions with the Department of Justice which would roaden the scope of the project subequently, perhaps even meeting the bjections which MPAA is said to old.

"It would be worthwhile to see how ar we could go with it," was the vay Arnall expressed it.

The FTC is said to be receptive to the idea and if approached by the necessary representative industry groups would agree to call a joint fair trade practice conference to draft a code.

FTC became interested in the roject some months ago following omplaints of misleading advertising n the case of "Colonel Blimp," a British production distributed by United Artists. The subsequent informal discussions held with MPAA and SIMPP representatives led to the idea of a fair trade practice code.

MPAA reportedly favors a code restricted to advertising practices but remains dubious about the value of anything beyond that. Efforts to obtain MPAA comment here yesterday were unsuccessful. Sidney Schreiber, MPAA general counsel, was in Washington for meetings at the Association's offices there where, it was indicated, the subject might be up for discussion.

Arnall to D. of J.

(Continued from page 1)

able to dispose first of business affairs that have been keeping him in New York. He has contended that the independent producer's position has deteriorated under existing trade practices and closed situations.

Commenting on the current negotiations between the German film industry and SIMPP and Motion Picture Export Association representatives stationed in that country, Arnall said the latest word he has received in this connection is that the German parliament may pass a law setting a 30 per cent playing time quota for native pictures. The SIMPP head expressed confidence, however, that the U. S. State Department will see to it that the number of American films imported by Germany is not cut.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .

The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

ROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMEN

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of "NEVER A DULL MOMENT"

ALBANY .... Grand Theatre	Fri.	10/27/50	8:00 P.M.
ATLANTA .... Gordon Theatre	Fri.	10/27/50	9:30 P.M.
BOSTON .... Keith Memorial Theatre	Fri.	10/27/50	8:15 P.M.
BUFFALO .... Century Theatre	Fri.	10/27/50	9:00 P.M.
CHARLOTTE .... Manor Theatre	Fri.	10/27/50	9:00 P.M.
CHICAGO .... Palace Theatre	Fri.	10/27/50	9:00 P.M.
CINCINNATI .... Palace Theatre	Fri.	10/27/50	10:15 P.M.
CLEVELAND .... Palace Theatre	Fri.	10/27/50	9:00 P.M.
DALLAS .... Palace Theatre	Mon.	11/ 6/50	9:00 P.M.
DENVER .... Lakewood Theatre	Fri.	10/27/50	8:30 P.M.
DES MOINES .... Orpheum Theatre	Fri.	10/27/50	8:30 P.M.
DETROIT .... RKO Uptown	Fri.	10/27/50	9:30 P.M.
INDIANAPOLIS .... Waring Theatre	Fri.	10/27/50	8:45 P.M.
KANSAS CITY .... RKO Missouri Theatre	Fri.	10/27/50	8:00 P.M.
LOS ANGELES .... RKO Pantages Theatre	Fri.	10/27/50	8:30 P.M.
MEMPHIS .... Loew's State	Fri.	10/27/50	8:30 P.M.
MILWAUKEE .... New Century Theatre	Fri.	10/27/50	8:30 P.M.
MINNEAPOLIS .... Orpheum Theatre	Fri.	10/27/50	9:00 P.M.
NEW HAVEN .... Roger Sherman Theatre	Fri.	10/27/50	8:00 P.M.
NEW ORLEANS .... Orpheum Theatre	Fri.	10/27/50	8:15 P.M.
NEW YORK.......... Paris Theatre	Tues.	10/31/50	10:30 A.M.
OKLAHOMA .... Center Theatre	Fri.	10/27/50	8:30 P.M.
OMAHA .... Brandeis Theatre	Fri.	10/27/50	8:45 P.M.
PHILADELPHIA .... State Theatre	Fri.	10/27/50	8:30 P.M.
PITTSBURGH .... Stanley Theatre	Tues.	10/31/50	8:30 P.M.
PORTLAND .... Hollywood Theatre	Fri.	10/27/50	8:45 P.M.
ST. LOUIS .... Ambassador Theatre	Fri.	10/27/50	8:00 P.M.
SALT LAKE CITY .... Marlo Theatre	Fri.	10/27/50	9:00 P.M.
SAN FRANCISCO .... RKO Golden Gate Theatre	Fri.	10/27/50	8:30 P.M.
SIOUX FALLS .... Hollywood Theatre	Fri.	10/27/50	9:15 P.M.
WASHINGTON .... RKO Keiths	Sat.	10/28/50	9:00 P.M.

Architect for castles—and cottages . . .

FROM blueprint to model to full-size structure—so grew this "dream castle"—product of the set designer's skill.

As architect for filmdom's castles and cottages, he heightens dramatic effect by his creative work with materials and textures. His sets help establish and maintain story mood . . . give camera and actors the freedom needed to do full justice to the scene.

For this he must be more than master architect: he must have real understanding of the photographic element in which his sets will "live."

And from his close association with the camera art, he knows how much creative latitude depends on the proper films. Films with the versatility for which the Eastman motion picture family has long been famous.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

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FIRST

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL NO. 82 NEW YORK, U. S. A., FRIDAY, OCTOBER 27, 1950 TEN CENTS

MPA Is Cool To Trade Code Proposal Now

Attitude May End Plan But Nothing Final Yet

WASHINGTON, Oct. 26. — The Motion Picture Association of America "has no interest in a fair rade practice conference on advertising at this time," and has so informed the Federal Trade Commission, a top MPAA official said today.

He added that it was his impression that the FTC would not now go ahead with the idea.

FTC officials, however, said there had not yet been any final decision, although they admitted that it was unlikely the Commission would go ahead if any sizeable group in the industry is opposed.

The Commission had approached both MPAA and the Society of Independent Motion Picture Producers on a conference to draw up fair trade practice rules. FTC interest, stemming from the "Colonel Blimp" case, centered on advertising rules, although officials said it was likely that any conference would eventually cover all selling practices.

According to the MPAA official,

(Continued on page 4)

Lists Allied Film Clinics' Conclusions

PHILADELPHIA, Oct. 26.—In a bulletin issued today by Allied Independent Theatre Owners of Eastern Pennsylvania, the following conclusions arrived at by film clinics at the national Allied convention in Pittsburgh early this month were listed:

1. Pictures are still being forced and tied together.
2. Prices and terms are out of line with current box-office conditions.
3. There is a shortage of prints re-

(Continued on page 3)

Threatens Ban on Football Television

DETROIT, Oct. 26.—State legislation to ban theatre televising of Big 10 football in Michigan was threatened today by Sen. Harold M. Ryan, who assailed the University of Michigan for not permitting its games to be televised for home reception. Theatres are showing Big 10 games.

Americo Aboaf Is Named 'U's' Head Of Foreign Sales

Americo Aboaf, vice-president of Universal International, Universal's foreign sales subsidiary, has succeeded Alfred E. Daff as director of the company's foreign sales, it was disclosed here yesterday by Daff, whose appointment to the new post of director of world sales for Universal was announced last Tuesday.

Aboaf, who joined Universal in 1939 as special foreign representative, has served the company in Europe and the Middle East and recently was supervisor of the company's Latin American operations. Aboaf was director of Shipowners Shipping Co. of London between 1919 and 1926 when he joined Paramount, remaining with that company until he went over to Universal in 1939.

Daff made his disclosure at a trade press interview in which retiring distribution vice-president William A. Scully participated. The latter reminded that after Jan. 1 when his

(Continued on page 3)

Jackter Will Head 'Montague Sweeps'

Rube Jackter, Columbia sales executive, has been named to head a committee in charge of Columbia's sales and liquidation drive, "The Montague Sweepstakes," being conducted in honor of A. Montague, general sales manager.

The aim of the committee will be to coordinate the sales and billings efforts of the 31 domestic exchanges which are competing for the prizes being offered in this year's two-part

(Continued on page 3)

BUILDING BAN IS NOW IN EFFECT

Theatres Under Way Can Be Finished; NPA Sets $5,000 Remodeling Limit

WASHINGTON, Oct. 26. — The National Production Authority today issued its expected ban on the construction of new theatres, including drive-ins, and some 40-odd other types of buildings for "amusement, recreational or entertainment purposes."

After 12:01 A.M. tomorrow, there will be no new theatre construction, with only certain minor exceptions, the NPA ruled.

Buildings under construction can be completed. In addition, theatre owners can carry on "bona fide maintenance and repairs," can undertake new construction, modernization, additions or improvements up to a ceiling of $5,000 in any 12-month period, and can build theatres to replace those destroyed by disaster, war or an act of God. All of this construction can be undertaken without any further permission from the government being required.

Finally, in cases where the ban may

(Continued on page 4)

Compo Fights Ban On Theatre Bldg., Asks for Hearing

Protesting restrictions placed on building activity in the motion picture industry, Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, sent a telegram last night to General W. H. Harrison, administrator of the National Production Authority, requesting a hearing at which the film industry would have an opportunity to state why such restrictions should not be imposed.

In an order effective today, the NPA has ruled that future building in the motion picture industry and other amusement enterprises must be con-

(Continued on page 4)

Academy Wins Film Patrons: Brackett

Charles Brackett, producer-writer and president of the Academy of Motion Picture Arts and Sciences, yesterday termed the Academy the industry's "best ally" in attracting "the large body of normal, intelligent people who must be drawn into the habit of going to pictures more often."

Speaking as honor guest before a luncheon-meeting of the Associated Motion Picture Advertisers at the Piccadilly Hotel here, Brackett said

(Continued on page 3)

Industry Tax Experts Will Meet on Excise Levy Today

WASHINGTON, Oct. 26.—Tax experts from companies belonging to the Motion Picture Association of America will give their views on excess profits tax legislation to a meeting of officials of the Treasury Department and the House-Senate Internal Revenue Committee tomorrow.

The staffs of the joint committee and the Treasury have been holding closed meetings with groups from various industries that want to make points in connection with their study of excess profits tax proposals for presentation to Congress on its re-

(Continued on page 3)

Postponed Para. Meet Now Set for Nov. 3

The postponed sales meeting of Paramount's Central, South Central and Western divisions in Dallas has been rescheduled for Friday, Nov. 3, and Saturday, Nov. 4, it was announced here yesterday by E. K. (Ted) O'Shea, sales vice-president of Paramount Film Distributing Corp.

The delay was occasioned by the death of Mrs. A. W. Schwalberg, wife of the president of the distributing company.

McNutt Back, Keeps Silence on U.A.

Paul V. McNutt, United Artists board chairman, after arriving from the Coast yesterday, maintained the silence on UA developments that he has kept since last July.

He made no statement on the results of his three-day conference with Mary Pickford and Charles Chaplin, which reportedly were designed to obtain a modification of his $5,400,000 option on the Pickford-Chaplin stock or, failing that, he would tender his

(Continued on page 3)

More Understanding Is in Order: Snaper

Giving a general outline of current business conditions in the New Jersey area, Wilbur Snaper, New Jersey Allied president, urges in the organizations' latest bulletin, released yesterday, that "the distributor and the exhibitor stop treating each other like

(Continued on page 3)

NEWS in Brief . . .

DELEGATES of the Swedish motion picture industry to this country will be the guests of honor at a luncheon to be given by the International Motion Picture Organization here on Monday at the Hotel Astor.

The delegates, who are returning from a trip to Hollywood, are Carl A. Dymling, Gustav Scheutz and Runé Walderkranz.

•

Los Angeles, Oct. 26.—In a precedent establishing move, Charles P. Skouras has been named "big chief barker" for life by tent No. 25, Variety Club of Southern California. Skouras, chief barker since the tent was founded in 1941, was unable to accept that post again because of his election as an executive officer of Variety International.

•

HOLLYWOOD, Oct. 26.—All Screen Directors Guild members were asked to "voluntarily" sign a non-Communist affidavit in a letter circulated today by Joseph L. Mankiewicz. He asked for the action as a sign of "confidence in your guild." The SDG president had opposed a compulsory oath for the guild membership.

Legion Reviews 19; Three in Class B

Three of the 19 films currently listed by the Legion of Decency were placed in Class B. They are 20th Century-Fox's "All About Eve," M-G-M's "The Miniver Story" and Eagle Lion Classics' "Naughty Arlette."

Pictures rated Class A, Sec. I are "Cassino to Korea," Paramount; "Double Crossbones," Universal-International; "Hot Rod," Monogram; "Kangaroo Kid," Eagle Lion Classics; "Last of the Buccaneers," Columbia; "Rocky Mountain," Warner; "Two Flags West," 20th Century-Fox, and "Two Weeks With Love," M-G-M. Classified as "A," Section II are "Harvey," Universal-International; "The Jackpot," 20th Century-Fox; "The Mad Queen" (Spanish), Azteca; "Paper Gallows," Eagle Lion Classics; "Train to Tombstone," Lippert, and "Tripoli," Paramount.

Variety to Honor Godfrey

WASHINGTON, Oct. 26.—Arthur Godfrey has been elected "personality of the year in show business" by Variety Club Tent No. 11, according to chief barker Wade Pearson. Godfrey will be given a plaque at the club's annual dinner-dance in November. First recipient of the annual award, in 1949, was the late Al Jolson.

'Pancho Villa' Holds

"Pancho Villa Returns," first Mexican-produced picture to play on Broadway, has been held over for a second week by the Rialto Theatre. The picture, starring Leo Carillo, was proudced by Miguel Torres. It is being distributed by Hispano Continental Films in New York.

Personal Mention

CHARLES SKOURAS, National Theatres president, arrived here yesterday from Washington.

•

WILLIAM W. HOWARD, RKO Theatres assistant general manager, will leave here today for a tour of circuit theatres in the Midwest and South.

•

IRVING SOCHIN, head of Universal-International's special films division, is touring the company's Far Western branches.

•

JACK HARRISON, *Hollywood Reporter* editorial representative here, flies to Europe today for a three-week vacation.

•

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, is in Chicago from New York and will return here Monday.

•

ISABELLE AUSTIN, New York Roxy Theatre publicity director, will leave here today for a week's vacation.

LEON J. BAMBERGER, RKO Radio sales promotion manager, will leave here Sunday for Milwaukee to address the annual convention of the AITO of Wisconsin.

•

A. MONTAGUE, Columbia general sales manager, and RUBE JACKTER, assistant general sales manager, will leave here this weekend for Houston.

•

STANLEY KRAMER has been awarded the Southern California Motion Picture Council's "Gold Star Award" for his production of "The Men."

•

JOSEPH M. SCHENCK, 20th Century-Fox production executive, arrived in Hollywood yesterday following a two-week visit in New York.

•

SAM DEMBOW, JR., producer representative, will leave here this weekend for Houston.

•

ROY O. DISNEY, president of Walt Disney Productions, has returned to the Coast following conferences here.

Thousands in Final Tribute to Jolson

HOLLYWOOD, Oct. 26.—Thousands paid final tribute to Al Jolson today, jamming Temple Israel and overflowing Hollywood Boulevard where a special police detail kept order. Rabbi Max Nussbaum, assisted by Cantor Saul Silverman, officiated, with George Jessel delivering the eulogy in rites which were preceded by fans filing past the remains lying in state for two hours. Private entombment followed in Beth Olam Cemetery pending permanent resting at Hillside Memorial Park, where the family shrine to be designed by architect Paul Williams will be erected.

Active pallbearers were Louis Epstein, Harry Cohn, Al Goetz, Maurice Aroff, Harry Akst, Harry Brand, Martin Fried, Nathan Kramer, Arthur Stebbins, John Steinberg. Throngs outside the Temple were estimated from 10,000 to 20,000 persons.

The will of Al Jolson, directing that approximately 90 per cent of an estate estimated to be from $3,650,000 to $4,000,000 is to go eventually to Jewish, Protestant and Catholic charities headquartered in New York, was filed for probate here late yesterday.

Columbia Promotes 3

Harold Winston, formerly Uruguay manager for Columbia, is now assistant to Joseph E. McConville, Jr., general manager of Brazil; Ross Allen has taken over Winston's spot, transferring from Trinidad; and George Schweig is the Trinidad manager, after a stint in the Philippines.

Hal Tate Joins Filmack

CHICAGO, Oct. 26.—Hal Tate, former Chicago trade paper editor, has been appointed copy-writing chief at Filmack Trailer Corp.

Coast Production Steady; 41 in Work

HOLLYWOOD, Oct. 26.—The production tally only dropped one point this week, for a total of 41. Eight pictures were started, while nine were completed.

Started were: "Snake River Desperadoes," "The Globetrotters," Columbia; "Cattle Queen" (United-Int'l, Inc.) Eagle Lion; "The Steel Helmet," Lippert; "Massacre Valley," Monogram; "Tarzan's Peril" (Sol Lesser Prod.) RKO Radio; "Take Care Of My Little Girl," 20th Century-Fox; "The Travelers," Warner Bros.

Completed were: "The Tiger," Eagle Lion; "The Dalton's Last Raid," Lippert; "The Great Caruso," "Red Badge Of Courage," M-G-M; "Colorado Ambush," Monogram; "The Scarlet Pen," "House On Telegraph Hill," 20th Century-Fox; "The Prince Who Was A Thief," Universal-International; "Streetcar Named Desire," Warner Bros.

Dinner for Alexander On His Retirement

The voluntary retirement of Clarence Alexander, home office executive cashier of Paramount Pictures, after 30 years of service, was announced here yesterday by Fred Mohrhardt, treasurer and director of the company. Alexander joined Paramount in 1920 as a clerk in the exchange service department, and was appointed to his present position in 1946.

Senior members of Paramount honored Alexander last evening with a dinner in the executive dining room.

TOA to See 'Harvey'

Universal-International's "Harvey," starring James Stewart, will be shown on Monday to delegates to the convention of Theatre Owners of America.

'News' Section to Be Devoted to Industry

On Sunday, Nov. 12, the New York *Daily News* will devote the entire pictorial and editorial content of its rotogravure magazine section to the motion picture industry. An issue in behalf of the industry was also published a year ago.

Included in this s[illegible]n, which will cover 40 [illegible] will be scenes and brief notes on the season's films currently being shown on Broadway or ready for release.

Canada Gets Ready For TV Monopoly

TORONTO, Oct. 26.—An approach toward the amalgamation of two Canadian government agencies in advance of the introduction of television under federal auspices has been uncovered in the news of the projected move of National Film Board production facilities from Ottawa to Montreal.

The transfer will have the effect of establishing the NFB studio as a "visual branch" of the Canadian Broadcasting Corp. monopoly.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREER GARSON - WALTER PIDGEON in
"THE NEW MINIVER STORY"
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

"DARK CITY"
A HAL WALLIS PRODUCTION
Introducing CHARLTON HESTON • And Starring LIZABETH SCOTT
VIVECA LINDFORS • DEAN JAGGER
DON DeFORE
Directed by WILLIAM DIETERLE
A Paramount Picture
in person MOREY AMSTERDAM
RICHARD HAYES
DICK AND DOT REMY
CHARLIE VENTURA And His Orchestra
EXTRA JANIS PAIGE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Stars of "The 3rd Man" together again!

JOSEPH COTTEN and VALLI
WALK SOFTLY, STRANGER
Brandt s GLOBE B'way & 46th St.

all about eve
ROXY 7th Ave. & 50th St.
BETTE DAVIS · ANNE BAXTER · GEORGE SANDERS · CELESTE HOLM
plus STAGE SHOW!
CONTINUOUS PERFORMANCES

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Theatres to Screen Savings Bonds Reel

As part of the industry's participation in the Treasury's November Savings Bond Drive, special trailers will be shown in theatres throughout the country. Samuel Pinanski, chairman of the industry committee for the drive, disclosed yesterday that 20th Cer[illegible]y-Fox has prepared a s[illegible] 150-foot trailer, narrated by George Murphy, which will be included in the Nov. 1 issue of all five newsreels.

TOA Delegates Will See 'The MGM Story'

"The M-G-M Story," to be shown for the first time to an exhibitor audience at the Theatre Owners of America convention in Houston, running Monday through Thursday, will contain actual highlights from 20 forthcoming pictures. The subject will be in four reels.

Dore Schary, vice-president in charge of production at M-G-M, will appear throughout the film and will also act as narrator, presenting production and sales points on each of the films to be released between now and next spring.

Industry Tax Experts

(*Continued from page* 1)

turn. The House Ways and Means Committee is slated to start hearings on such a tax on Nov. 13.

MPAA notified the Treasury and Congressional experts that it would like to bring some problems to their attention and got a date for tomorrow. The MPAA tax group will include Walter Halliday, Warners; Fred Morhardt or Benjamin Fincke, Paramount; W. W. Owens and Roy Kimmerle, 20th Century-Fox; Eliot Rosenthal, Loew's; Harry Levine, RKO, and Eugene F. Walsh, Universal.

'Montague Sweeps'

(*Continued from page* 1)

campaign.

The initial section of the drive, the "Qualifying Round," begins today and will run through Jan. 25. The second part will begin Jan. 26.

Serving on the committee with Jackter are members of the company's sales cabinet, Louis Astor, Louis Weinberg, Irving Wormser, Maurice Grad and George Josephs.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"Harriet Craig"

(*Columbia*)

JOAN CRAWFORD as a scheming and domineering wife designs her own downfall in "Harriet Craig." In many respects the drama is constructed along the line of a radio serial with a rhythmic rise and fall of incident and emotional crisis. The picture is one of general audience appeal, but as a story of a disturbed and thwarted woman, it very likely will have its strongest attraction for the distaff side.

From the very outset it is apparent that there is a possessiveness about Miss Crawford which compels her to dominate and exploit all who come within her sphere. When her husband, Wendell Corey, has a chance for the promotion he has looked forward to, Miss Crawford surreptitiously scuttles the opportunity so that he would not be removed from her influence. On another occasion when her secretary-cousin, K. T. Stevens, has fallen in love with Bill Bishop, Miss Crawford goes to lengths of deception to break up the romance.

In good time, Corey begins to perceive the depths of deception in his wife. When he discovers that she had even lied to him about her inability to have a baby, the separation is just about final. Finally, retribution, in the form of complete isolation, descends upon Miss Crawford vengefully.

Performances are competent all around although the screenplay, by Joseph Walker, fails to explore motivations convincingly. Others in the cast are Allyn Joslyn, a friend of Corey's, and Viola Roache, a housekeeper.

Running time, 94 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

Allied Clinics

(*Continued from page* 1)

sulting from demands for preferred playing time.

4. The print shortage creates extended clearance far beyond the contract availability date.

5. Very often pictures are offered to the exhibitor after the availability date has passed.

6. Exhibitors at limited gross theatres take the position that distributors consider small accounts bothersome and shouldn't be sold. Allied calls this just another way for this business to commit suicide.

7. Paramount, 20th-Fox, M-G-M and Columbia are now offering small towns and late runs groups of pictures with a 20 per cent cancellation privilege on films not tradeshown before contract was negotiated in those territories where great distances prevent frequent calls by salesmen. Allied considers this a good move, except in closely populated territories.

More Understanding

(*Continued from page* 1)

enemies and attempt to establish a mutual understanding."

Snaper holds that the exhibitor on his part "must attempt to run every good picture available to him." The distributor, on the other hand, "must see to it that the exhibitor has an opportunity of runnning every top picture," he added.

"For this formula to be successful, the present constricting policies of the distributor must be packed away so that the exhibitor has an opportunity to meet his expenses and keep his doors open," Snaper contended.

"The unsound attempt of metropolitan branches (exchanges) to keep their gross revenues up at a time when theatres can no longer pay the money so that these branches may reach their quotas is economically impossible," Snaper continued.

THEATER PROPERTIES WANTED
Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.
LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

Brackett on Academy

(*Continued from page* 1)

the Academy is interested in encouraging the type of picture such audiences prefer "and has served to sensitize the American public to it through the annual Academy Awards."

Brackett was introduced by Bosley Crowther, film editor of the New York *Times,* who declared that "it is good that the Academy has at its head a man who can humanize the realities of the motion picture." Speaking as the meeting's guest chairman, Crowther said he believes the film awards made annually by the New York Critics' Circle and the Academy are "coming closer together."

AMPA president Harry McWilliams presided at the meeting. On the dais, in addition to McWilliams, Brackett and Crowther, were Arthur Mayer, actresses Denise Darcel and Celeste Holm, Marjorie Harker, Noel Madison, Max Youngstein, Dorothy Fields and Geraldine Sloan.

In appreciation of his coming to New York from the Coast specially to address the AMPA luncheon-meeting, Brackett was presented with a gold watch by the AMPA membership.

McNutt Silent

(*Continued from page* 1)

resignation along with those of his associates, Frank McNamee and Max Kravetz. Following his return, McNutt spent most of yesterday at the UA offices here.

The board chairman's silence again gave impetus to an assortment of new trade rumors concerning UA management changes. Most of the new rumors revolved about the designation of a new president of UA as a condition for new financing supposedly available from Walter Heller and Co., Chicago factors, and other interests associated with it. Several names were mentioned in this connection but none of the reports could be verified and, in some cases, outright denials were obtained.

HOLLYWOOD, Oct. 26.—I. G. Goldsmith, independent producer, today announced he has approved United Artists' playdates for his film, "Three Husbands."

'Scully Drive' Nears Finish

Universal-International's 13-week "Bill Scully Sales Drive" with $35,000 in prizes and the Scully Trophy at stake, will conclude tomorrow.

Leading in the 12th week standings were the Detroit branch, managed by B. J. Robins, with the Chicago branch, headed by L. R. Berman, in second place and the St. Louis branch, headed by Harry Hynes third. The leading district was that of M. M. Gottlieb, which includes the Chicago, Des Moines, Milwaukee, Minneapolis and Omaha exchanges, while the leading division was the West, of which Foster M. Blake is sales manager.

Aboaf Named

(*Continued from page* 1)

tenure ends he will "be around to give of what knowledge I can to the company." He explained his leaving the company as being inspired by a desire "to enjoy myself while I am still healthy."

Daff declined to discuss the appointment of a director of domestic sales when asked who would be assigned to that post, but indicated action will be taken in that respect after Jan. 1 when Scully ends his present status as sales chief.

Scully has been given a four-year contract as domestic sales consultant, which also is a newly-created post.

Daff, who will make a round-trip visit to the Coast this weekend, said he; company president Nate J. Blumberg; John Davis, managing director of the J. Arthur Rank Organization; Aboaf, and foreign department publicity chief Fortunato Baronat will leave here Nov. 11 for the company's Latin American convention in Rio de Janeiro on Nov. 13.

The new chief of sales is a vice-president of the parent company. In due time, it was indicated at yesterday's interview, when Joseph Seidelman, president of Universal International retires, Daff will inherit Seidelman's title.

'Harvey' Releasing Planning Meet Opens Wednesday for U-I Heads

Universal home office sales executives and district managers will hold a series of meetings in New York starting next Wednesday to develop releasing plans on "Harvey."

W. A. Scully, Universal vice-president and general sales manager, will preside and Alfred E. Daff, newly appointed director of world sales, will participate, along with A. J. O'Keefe, assistant general sales manager; C. J. Feldman, eastern sales manager; F. J. A. McCarthy, southern and Canadian sales manager; Foster M. Blake, western sales manager, and home office executives Maurice A. Bergman, James J. Jordan and F. T. Murray. A. W. Perry, president of Empire-Universal, will attend from Canada. David A. Lipton, national advertising-publicity director, will attend from the Coast. District managers attending will be P. T. Dana from his headquarters in Pittsburgh; M. M. Gotlieb from Chicago; John J. Scully from Boston; Barney Rose from San Francisco; P. F. Rosian from Cincinnati and J. E. Garrison from St. Louis.

RKO RADIO PICTURES, Inc.
SEATTLE
TRADE SHOWING
"NEVER A DULL MOMENT"
FRIDAY, NOV. 3, at 8:30 P.M.
MUSIC HALL THEATRE

Canadian Building Ban Seen Following

Washington, Oct. 26. — The Canadian government will probably soon order a ban on new theatre construction similar to today's action by the U. S. National Production Authority.

This was disclosed by C. D. Howe, Canadian Minister of Trade and Commerce, during ceremonies at the signing of a U. S.-Canadian agreement on coordinating economic efforts in the defense mobilization drive.

MPAA Cool

(Continued from page 1)

MPAA counsel Sidney Schreiber discussed the matter with top FTC officials yesterday and explained that there could be no workable fair trade practice conference on advertising unless it covered theatres. He said the FTC indicated it was not prepared to call on theatre owners at this time, and that Schreiber then indicated MPAA didn't have much interest in the whole project.

Sees Move Ended

"I believe that's the end of it for now," this MPAA official declared.

FTC officials emphasized that their whole interest on the matter has "not been very active—we've approached the subject very lightly and tentatively." They said that action for a conference was usually taken on the application of the industry, although occasionally the commission itself initiated proceedings.

Ellis G. Arnall, SIMPP president, who had also been approached by the FTC, expressed himself earlier as being strongly in favor of the trade code idea.

COMPO Protest

(Continued from page 1)

fined to work which cannot cost more than $5,000 in a single year.

Mayer's wire follows:

"The Council of Motion Picture Organizations, Inc., representing all branches of the motion picture industry, including five national exhibitor organizations and the leading producing and distributing companies, as well as all the guilds and labor unions in Hollywood, hereby protests against inclusion of the film industry in the restrictions placed on the future building by amusement interests.

"Unlike other amusement enterprises, the motion picture theatre, as it has often been pointed out by government leaders, is a community center that exerts a powerful influence in strengthening public morale. To restrict this industry's building activities to improvements costing not more than $5,000 in a year would be to inflict a serious hardship on our business, without any compensating benefit in the saving of essential material, as theatre construction uses but little of the materials in short supply.

"In view of these facts, we respectfully request that your body give this organization an opportunity to present its side of the problem before putting into effect those provisions of your order that apply to the motion picture industry."

Building Ban in Effect

(Continued from page 1)

cause "unreasonable hardship," a theatre owner could petition the NPA in Washington for a special exception to allow him to go on with his project.

The appeal procedure will also be helpful, opening the way for theatres in communities where population has expanded greatly or in other unusual cases.

All Amusements Hit

Banned along with theatres were such amusement or entertainment facilities as ball parks, bowling alleys, cabanas, dance halls, golf clubs, night clubs, race tracks, skating rinks, swimming pools, and "any other recreational, amusement or entertainment construction, whether public or private."

The ban does not extend to construction for the Defense Department, so that the way would still be open for new theatres on Army posts.

Studio construction, banned during World War II, was not included in today's prohibition. NPA officials said the last war experience indicated attempts to control such construction were "more trouble than they were worth."

Also omitted from the ban was such commercial construction as stores, factories, restaurants or office buildings.

However, the NPA warned that further construction limitations are probably coming and that anyone starting construction now, even of items not on the prohibited list, runs the risk of not being able to complete the building. "Any construction commenced after the effective date of this order may be halted, even though its commencement at the present time is not forbidden by this order," the NPA said.

Builders Are Opposed

This warning was a concession to the building industry, whose spokesmen vigorously opposed the proposed construction limitation at a meeting with NPA Administrator William H. Harrison here last week. They had declared that the limitation on amusement construction would merely spur other commercial building by companies trying to beat a later ban.

Another concession was made to the industry—and the only other concession—was to increase the exemption on building from $3,500 to $5,000. The NPA explained that if small jobs were controlled, the administrative work-load would be too great.

Harrison, in issuing the order, said the purpose was to conserve important materials for national defense needs, particularly supplies of certain metals in short supply. He pointed out that the prohibited construction "is of a type which does not further the defense effort, either directly or indirectly, and does not increase the nation's productive capacity."

Fine, Jail Imposed

The order also stipulates that "no person shall accept an order for, sell, deliver or cause to be delivered material, equipment or supplies which he knows or has reason to believe will be used in violation of the provisions of this part." Penalty for violation is a fine up to $10,000, imprisonment up to a year, or both.

Theatre owners who have to default on contracts as a result of the building ban are freed from liability for damages or penalties.

Defining what constitutes "commencing construction," the NPA said this meant "to incorporate into a building or other structure materials which are to be an integral part of the building or structure in question." Among activities constituting "commencing construction" are "pouring or placing of footings or other foundations; incorporating permanently in place additional building materials in a building which is being remodeled."

Defines Activities

The following activities do not constitute "commencing construction," the order said: "Demolition of buildings, tearing out partitions, site preparation such as excavations, grading, filling, laying down driveways, walks, railway sidings, erecting temporary fences or construction barricades, work sheds and construction shanties, laying pipes, conduits and wires outside of the boundary lines of the walls of the structure, building retaining walls not physically incorporated within the structure."

Maintenance and repair, according to the NPA, "means such work as is necessary to keep a structure or project in sound working condition or to rehabilitate a structure or project or any portion thereof, when the same has been rendered unsafe or unfit for service by wear and tear or other similar causes. The term does not include any building operation or job where substantial structural alterations or changes in design are made."

Damage restoration, the NPA said, "means the restoring to substantially the same size and condition any structure which has been damaged by storm, fire, flood or other disaster or by act of God or act of war."

To Rebuild Theatre Destroyed by Fire

Perhaps the first new theatre to be bulit to replace one destroyed by fire since the National Production Authority's building ban went into effect yesterday will be Associated Prudential's Farmingdale Theatre, Farmingdale, L. I., which burned down Wednesday night.

Yesterday the circuit [illegible] Joseph M. Seider and architects John and Drew Eberson were on the scene mapping plans for reconstruction of the building. Under NPA's ban, theatre destroyed by a fire may be replaced.

Radio and Television Set Makers Also Hit by Manufacturing Bans

WASHINGTON, Oct. 26.—The National Production Authority did not confine its control efforts today to theatre building and other amusement construction.

It notified makers of radio and television sets, film equipment, home appliances and other metal-consuming items that it would shortly issue orders cutting back sharply civilian use of four scarce metals, probably necessitating substantial cutbacks in production of the various appliances. NPA officials said civilian use of copper, aluminum and nickel would be cut back 15 per cent to 30 per cent, while cobalt would be restricted entirely to defense uses. The orders to be issued in the next 10 days to two weeks will probably take effect around Dec. 1.

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Good Business

Voice of the Theatre
REG. TRADE MARK

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ALTEC
LANSING CORPORATION

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. NO. 83 NEW YORK, U.S.A., MONDAY, OCTOBER 30, 1950 TEN CENTS

FTC Parleys On Imported Films Weighed

Myers Told Industry Conference Unlikely

WASHINGTON, Oct. 29.—With no certainty now that there will be a fair trade practice conference for the industry with Federal Trade Commission participation, FTC officials indicated their interest might shift to importers of foreign films.

One FTC official explained that the practice of cutting films, which was involved in the "Colonel Blimp" case taken up by the Commission some time ago, was found to be confined almost exclusively to imported films. American distributors of such films might be interested in a conference on possible adoption of a code governing the practice involved, he said.

While FTC officials continue to stress the advertising angles in their talk of a conference, film industry officials seem mainly interested in whether a conference, if ever called, would be broadened to include selling practices generally. It is likely

(*Continued on page 7*)

To Initiate 75 New 'Pioneers' at Dinner

The mid-century dinner of the Motion Picture Pioneers, at which 20th Century-Fox president Spyros P. Skouras will be honored as the "Pioneer of the Year," will see the induction of 75 new members, a record high for any year since the inception of the group 11 years ago, Jack Cohn, founder and president of the organization, discloses.

The new members, to be initiated at

(*Continued on page 11*)

Zoellner to Handle MGM Newsreel Sales

William B. Zoellner, head of M-G-M's short subject and reprint sales, has added newsreel sales to his duties, according to an announcement by William F. Rodgers, sales vice-president.

As part of his new undertaking, Zoellner has been visiting all branches of the company. He is now on a Southern tour, having completed one of the East and another of the Midwest. He is due back Nov. 5 from Kansas City, the last lap of the current tour.

600 On Hand For TOA's Houston Convention Today

(Complete TOA Program and Other TOA Material on P. 8-10-11)

HOUSTON, Oct. 29.—More than 600 Theatre Owners of American delegates will assemble tomorrow at the Shamrock Hotel here for the initial session of the organization's Mid-Century Convention. Six business sessions, several luncheons and social events and election of a new slate of national officers are included on an agenda that will carry the convention through this Thursday.

The topics which will be discussed at the first business session tomorrow afternoon include theatre television, national legislation, drive-ins, distributor-exhibitor relations, public relations, 16mm., state and local legislation, theatre maintenance and operation, TOA legal activities and other organization developments.

Tomorrow's business session will follow the President's Luncheon,

(*Continued on page 8*)

Films' Excess Tax Problems Special, MPAA Tells U. S.

WASHINGTON, Oct. 29.—Film producers have special excess profits tax problems due to recent bad business and the large part of their income coming from overseas, Congressional and Treasury tax experts were told Friday.

A delegation of tax lawyers from six companies belonging to the Motion Picture Association of America gave MPAA's views on excess profits tax legislation to experts from the Treasury and the Joint House-Senate Committee on Internal Revenue Taxation. The Congressional and Treasury staffs have been meeting with various industry groups behind closed doors in an attempt to get background for proposals to put

(*Continued on page 7*)

London Plays Host To Junketing Critics

The British film industry rolled out the red carpet for members of the New York Film Critics Circle who are here to attend the Royal Command Performance tonight at the Empire Theatre of 20th Century-Fox's British-made "The Mudlark," 20th-Fox reported here at the weekend.

The visiting delegation attended over the weekend a luncheon in their honor given by Alexander Korda at Claridge's, and dinner Saturday with

(*Continued on page 11*)

DeMille Articles Set In 33 Sunday Papers

Cecil B. DeMille's weekly newspaper feature started yesterday with publication in an initial list of 31 newspapers in the U. S. and two in Canada, with more to be added. The first 1,200-word article deals with DeMille's early struggles to bring Biblical pictures to the screen.

General Features Corp. of New York, the distributing syndicate, reported that the combined pre-publication circulation for the column is 9,712,983. The Chicago *Tribune*, Cleveland *Plain Dealer*, Los Angeles *Examiner* and the Hearst papers are using the feature.

Wisc. Allied Opens Convention Today

MILWAUKEE, Oct. 29.—The annual convention of the Allied Independent Theatre Owners of Wisconsin will open here tomorrow at the Hotel Schroeder with Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, Trueman Rembusch, national Allied president, and Abram F. Myers, Allied general counsel, heading the speakers' list.

The three-day meeting will feature

(*Continued on page 11*)

Van Nomikos Names Allied Committeemen

CHICAGO, Oct. 29.—Van Nomikos, vice-president of Allied of Illinois, and general chairman of its 20th anniversary celebration committee, has appointed the following chairmen and committee members who will work on the celebration that is to be staged at a banquet in the Palmer House, Chicago, on Dec. 15:

Reception: B. Charuhas, chairman; Verne R. Langdon, co-chairman; Samuel Abrahams, Peter Andrews, Abe Auerbach, Charles Auerbach, Chas. Avgeris, Sol Best, Milton Brotman, Andrew Cuser, Henry Erenberg,

(*Continued on page 11*)

Katz-Kramer Will Produce 20 Annually

$15,000,000 Budget; Katz Posts $2 Million

HOLLYWOOD, Oct. 29.—Sam Katz, exhibition and production veteran, becomes chairman of the board and vice-president of the new Stanley Kramer Co. under the deal by which he posts $2,000,000 for operating capital, the two principals disclosed at a press conference here.

Kramer will be president and executive producer of the new company; George Glass, vice-president, and Carl Foreman, writer, will operate as a key executive in production and story departments. Katz, Kramer, Glass and Foreman will comprise the board of the new company. Glass's activities will include production, distribution, advertising and exploitation, according to the announcement.

Kramer will become executive producer of a program which ultimately

(*Continued on page 7*)

Schwartz Is Chief Barker of N.Y. Tent

Fred J. Schwartz, president of Century Theatres, was elected chief barker of Variety Club of New York, tent No. 35, at a membership luncheon meeting held Friday at the Hotel Astor. Other officers elected were Ira Meinhardt and George P. Skouras, assistant chief barkers; Ed Lachman, property master, and Saul Trauner, dough guy. Max A. Cohen, retiring chief barker, presided.

(*Continued on page 7*)

Swedish Film Men Meet Press Today

The three representatives of the Swedish film industry, visiting the U. S. as the guests of the Motion Picture Association of America's advisory unit for foreign films, have returned here from the Coast and will comment on their impressions at a press interview to be held today at the MPAA offices here.

They are: Dr. Carl Anders Dymling, chairman of the Swedish Film Producers Association, and president of Svensk Filmindustrie; Gustav

(*Continued on page 7*)

Newsreel Parade

FIRST authorized showing of the atom bomb test at Eniwetok and the celebration of the fifth anniversary of the United Nations highlight current newsreels. Complete contents follow:

NEWS OF THE DAY, No. 217—Europe hears Freedom Bells ring on UN anniversary. President Truman addresses UN. Eniwetok atom bomb test. Korean Red capital falls.

PARAMOUNT NEWS, No. 20—Peace in the Atomic Age: Freedom Bell rings in West Berlin; President Truman speaks before UN in New York, and atom bomb tests at Eniwetok. UN forces push to border of Korea.

UNIVERSAL NEWS, No. 399—Truman at UN. Atom bomb at Eniwetok. Korea. "Skating Vanities" (roller skating).

WARNER PATHE, No. 22—UN wins Battle of Korea. Atom bomb test. Freedom Bells ring for UN anniversary.

MOVIETONE NEWS, No. 87—Al Jolson with "G.I.'s" in Japan. UN forces in Korea. UN hears Truman. West Berlin hears Freedom Bell. Atom bomb test.

TELENEWS DIGEST, No. 43B—Truman at UN. Gen. Clay in Berlin. Israel Army maneuvers. Canadian fleet visits Norway. Pope Pius blesses motorists. King Farouk visits Italy. Swede solves servant problem. Election special: Ohio.

M. Steinman Resigns, May Leave Industry

Minneapolis, Oct. 29.—Morrie Steinman has retired from the North Star exchange and disclosed he may enter another field, having sold his interests to J. A. Coller and Dick Stahl.

Steinman entered the business as a salesman for Monogram here in 1936. He was later on the sales staff of Republic, also in Minneapolis, and later returned to Monogram as sales manager and then branch manager here.

RCA-CBS Hearings Loom for Nov. 7

Chicago, Oct. 29.—Hearings on the injunction petition of Radio Corporation of America against Columbia Broadcasting System will probably be held Nov. 8, spokesmen for RCA and the U. S. attorney's office here indicated.

RCA's application against the Federal Communication Commission's approval of the color system of CBS will come before Judge Philip L. Sullivan.

Swanson on the Air

Gloria Swanson will conduct a week-day half-hour program over station WOR here beginning today. Format of the show will be informal visits of celebrities with the actress. Ginger Rogers will make the initial guest appearance. Miss Swanson, who

Counsel for Laurel

Anthony J. Gablik, advertising art consultant, has been retained by Laurel Films. His first campaign for Laurel will follow the recently completed "Mister Universe."

Personal Mention

HARRY M. POPKIN, independent producer, left here at the weekend by car for Hollywood.

•

Silas F. Seadler, M-G-M advertising manager, chaired the first meeting of the Alumni Association of the School of Journalism at Columbia University for the fall season.

•

Albert M. Pickus, TOA regional vice-president and Stratford, Conn., theatre owner, has been elected chairman of Stratford's Civil Defense Committee.

•

Henry Kahn, former sales executive of 20th Century-Fox and Paramount Films, will leave here tomorrow for an extended business trip to Europe.

•

Samuel Pinanski, president of the Theatre Owners of America, has been elected to the board of trustees of the Boston Museum of Science.

•

Fred Jack, United Artists Southern and Western sales manager, has returned to New York from a tour of exchanges.

•

Gertrude Tracy, manager of the Parma Theatre, Parma, O., was married recently to Cleo D. Reynolds.

WILLIAM C. MacMILLEN, JR., president of Eagle Lion Classics, in a world-wide broadcast over the short-wave station WRUL, today will tell of the job his company is doing in distributing films in foreign countries.

•

Eddie Catlin, former Warner Brothers Buffalo branch manager, has returned after several months' sick leave and is now covering Warner's Toledo, O., territory in a sales capacity. He succeeds Bob Bixler, who recently resigned to return to his Texas ranch.

•

Henry O'Donnell of Warner Theatres' New England zone, New Haven, has been elected president of the Warner Theatres' Zone Club, local employes' organization.

•

Elliott Dominick Trotta, son of Vincent Trotta, industry artist, will be married to Lillian Elizabeth Brown, of Miami, in that city on Saturday.

•

Jerry Bresler, Columbia producer, was in New York from the Coast and Washington over the weekend.

•

John K. Hilliard, Altec sales specialist, is in New York from the Coast.

Goldwyn May Make Hans Andersen Tale

Hollywood, Oct. 29.—Samuel Goldwyn, it is understood, is negotiating with dancers of the Sadler's Wells Ballet, now in Los Angeles on a tour, to appear in a film based on the life and writings of Hans Christian Andersen. The producer is said to have discussed the project with Margot Fonteyn, Robert Helpmann and Moira Shearer, chief Sadler's Wells dancers, and Ninette de Valois, head of the company.

Helpmann and Miss Fonteyn also are scheduled to do a film version of "The Sleeping Beauty" ballet in color for Sir Alexander Korda in England next year, and Miss Shearer and Frederick Ashton, the chief Sadler's Wells choreographer, recently completed a film ballet for "Tales of Hoffman."

William Parker, 58, Dies of Heart Attack

Portland, Ore., Oct. 29.—William (Bill) Parker, 58, widely known in the Pacific Northwest film industry, who recently was a distributor in Seattle, died at the weekend of a heart attack. He served as publicity-exploitation representative for M-G-M in Seattle and later was branch manager for Universal-International in Los Angeles.

Para. Gulf Sells Theatre

New Orleans, Oct. 29.—Paramount Gulf Theatres has sold the Pix Theatre, at Jackson, Miss., to the Pix Theatre Corp. Anthony Lemoine represented the latter.

Bershon Selected Chief Barker

Hollywood, Oct. 29.—Dave Bershon has been named chief barker of Tent No. 25 Variety Club, succeeding Charles P. Skouras, who has been elevated to big chief barker.

Other officers chosen were George Bowser, first assistant, Sherrill Corwin, second assistant, W. H. Lollier, property master, Howard Stubbins, dough guy.

Receiver for U.K. Newsreel Circuit

London, Oct. 29.—Suspension by the London Stock Exchange of dealings in the shares of Capital and Provincial Theatres, leading newsreel circuit here controlling 22 theatres, is being followed by appointment of a receiver to preserve assets.

The receiver is being named by the company's bankers who, according to their last report, had made it a loan of £80,000 ($224,000), secured by the company's theatres. Samuel Seaman, who went into Capital and Provincial in 1938 and bettered its condition then, has resigned.

Autry to Start Color TV Shows

Gene Autry will use full color in shooting the last two television films remaining on his current TV production schedule. The color films would be seen during the special color broadcasting periods which CBS plans to establish, beginning Nov. 20.

Milk Industry Backs 'Milkman' to the Hilt

The nation's milk industry is going "all-out from Coast-to-Coast" in cooperation with local exhibitors, to help promote Universal-International's Donald O'Connor-Jimmy Durante "The Milkman," as a result of the tie-up made between the Milk Industry Foundation and U-I, the distributor reported here at the weekend.

Parades featuring milk delivery trucks and cows, free milk bars in theatres, paid newspaper advertising space and thousands of pieces of promotional material are being used by the milk industry to help promote the key city and sub-key openings of "The Milkman," and this promotional cooperation will carry through to subsequent runs, it was reported.

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Mainliner Stratocruiser
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JUST 24⅓ HRS.
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Connecting DC-6s from New York.
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CHARLES SCHLAIFER
"Significance & Responsibilities of Advertising & Public Relations"
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Beginning November 2 - 8:30 P.M.
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Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.
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BOSTON
TRADE SHOWING
"RIO GRANDE PATROL"
MONDAY, NOV. 6 at 2:30 P.M.
RKO PROJECTION ROOM

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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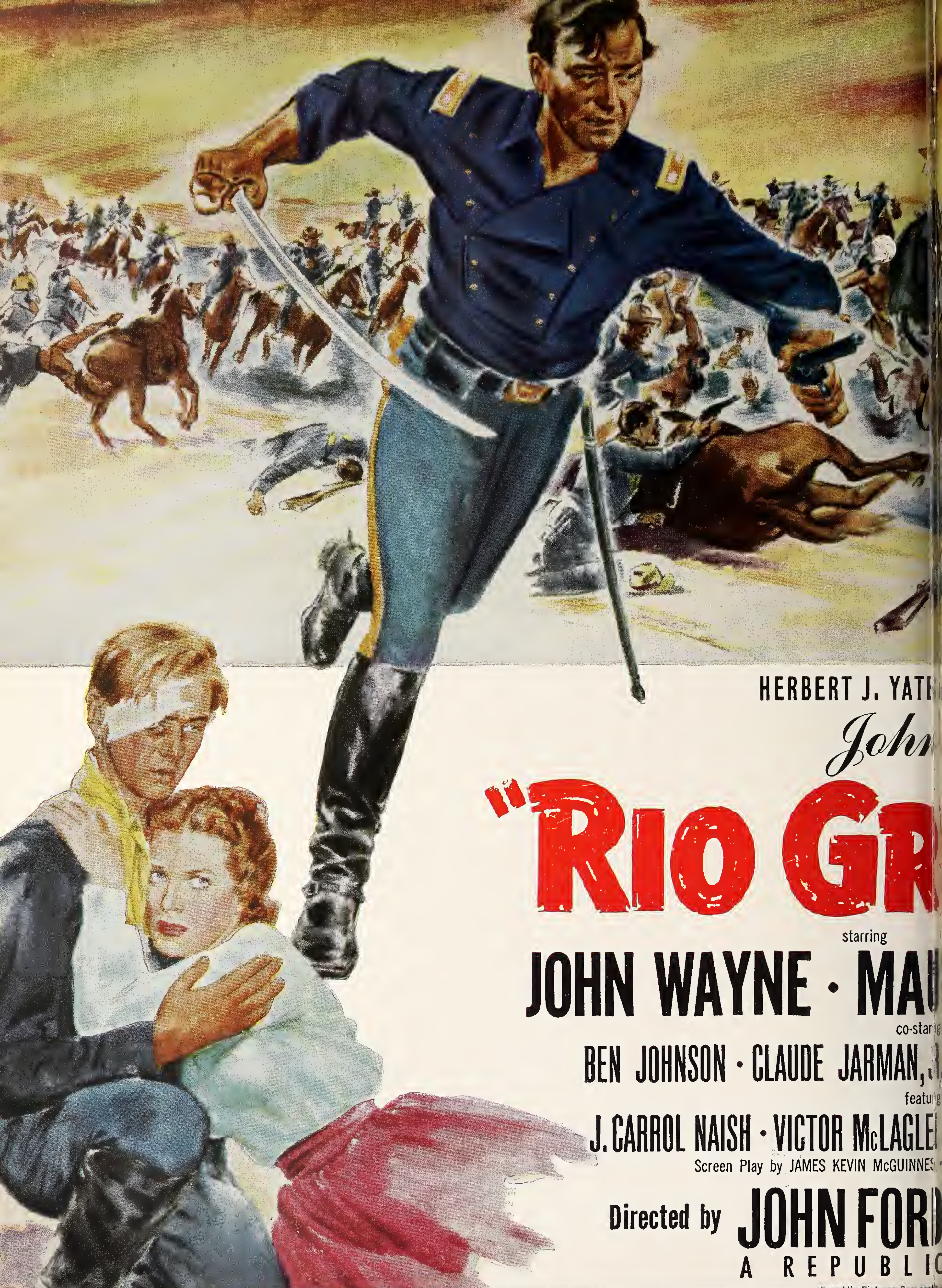

HERBERT J. YATE

John

"RIO GR

starring

JOHN WAYNE · MAU

co-star

BEN JOHNSON · CLAUDE JARMAN, J

featu

J. CARROL NAISH · VICTOR McLAGLE

Screen Play by JAMES KEVIN McGUINNES

Directed by JOHN FORD

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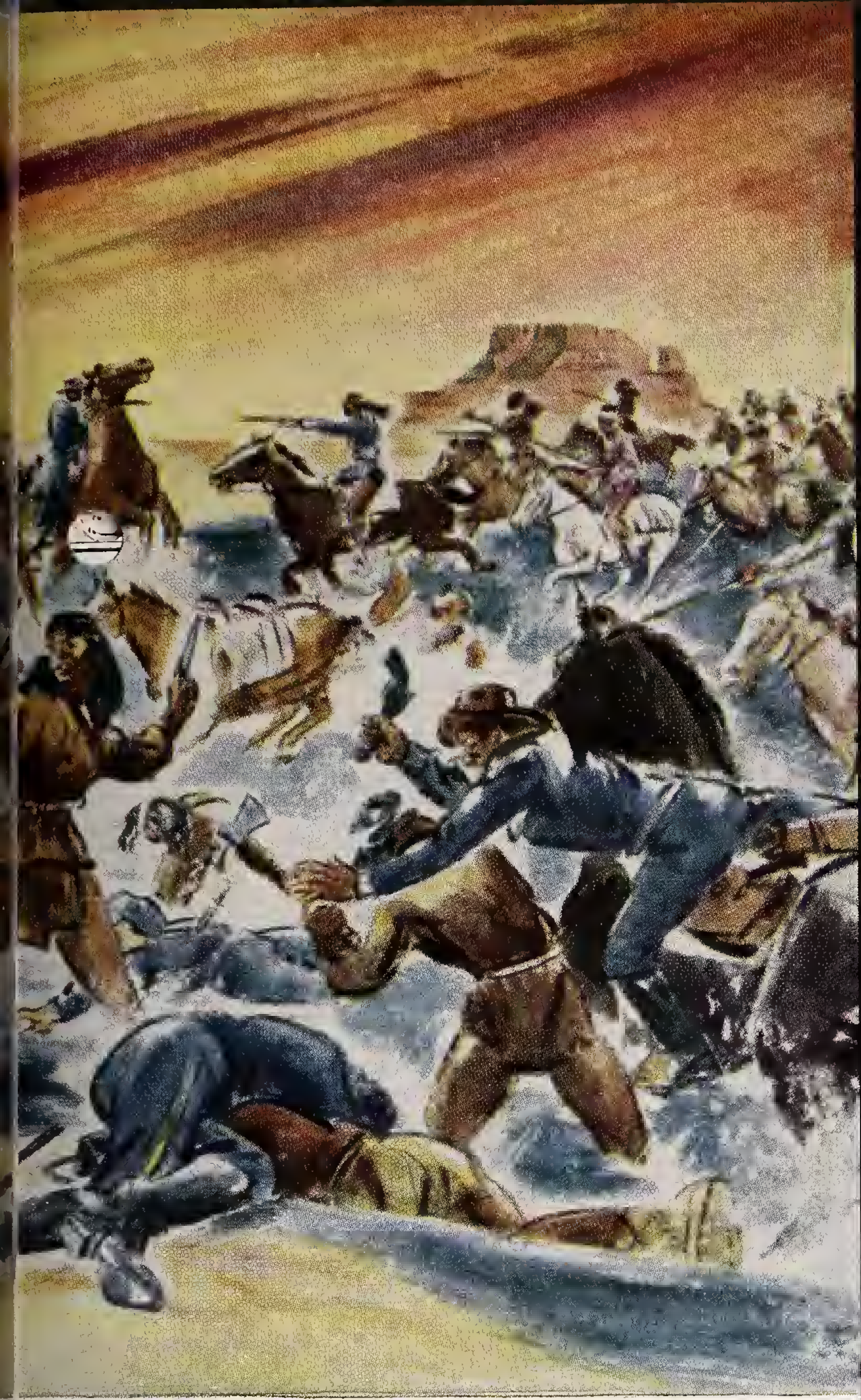
Republic Pictures Corp



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LOS ANGELES

ANNOUNCING—

THE SPECTACULAR WORLD PREMIERE OF JOHN FORD'S "RIO GRANDE" AT THE MAJESTIC THEATRE (INTERSTATE CIRCUIT) SAN ANTONIO, TEXAS, WEDNESDAY, NOVEMBER 1, IMMEDIATELY FOLLOWED BY SIMULTANEOUS PREMIERES IN 32 BRANCH CITIES FROM COAST TO COAST.

More Restrictions Aimed at US Films By Chile's Censor

WASHINGTON, Oct. 29. — Further tightening of censorship regulations in Chile may mean trouble for U. S. distributors, the U. S. Commerce Department indicates.

A report by Nathan D. Golden, Commerce film chief, said Chilean censorship is becoming more severe, especially with regard to gangster and crime pictures, adding that distributors are concerned over the large number of U. S. films are being classified for adults only.

Moreover, Golden said, the Chilean censorship board has on file two drafts of laws which it hopes to present to the Chilean Congress shortly. Under one of these, more detailed standards are to be set up, and these standards "are reported to be so rigid that few U. S. entertainment films would be found suitable for children under the age of 14." The second law requires that before film import licenses are issued, distributors must present to the National Foreign Trade Council lists of pictures to be imported. In such lists only a small percentage of "police" and social situation films are to be permitted and a high percentage must be of educational or cultural value.

New Chicago Theatre

CHICAGO, Oct. 29.—The Holiday Theatre in suburban Park Forest, opened amid a big community display Saturday, with merchants and the Community Council sponsoring booths, clowns, an orchestra and professional talent in honor of the suburb's first theatre. Newest addition to the H. and E. Balaban chain, the Holiday is modeled after the Esquire and the Surf.

FTC Parleys

(*Continued from page* 1)

that Allied State and other groups would fight such an attempt, preferring to rely on the standards laid down in the Paramount decree and in further litigation to clarify points still in doubt.

Writes to Mead

Abram F. Myers, Allied board chairman and general counsel, wrote to James Mead, FTC chairman, last week to inquire about trade reports of an industry conference on advertising practices, and asking "What cooks?" Mead replied that "there is no certainty at the present time that there will be a fair trade practice conference for the motion picture industry" and promised Myers that "if one develops, you will be notified."

Discuss Matter

Officials of both the Motion Picture Association of America and the Society of Independent Motion Picture Producers had discussed the matter of a conference with FTC some months ago and again last week. SIMPP president Ellis Arnall expressed himself as strongly in favor of one and suggested that the Department of Justice might be included for the purpose of exploring broader possibilities than advertising practices.

The MPAA, however, cold-shouldered the idea. Without its participation it is unlikely that a conference will be held, or would get very far without it.

Short Season for Up-State Drive-ins

ALBANY, N. Y., Oct. 29.—The trend elsewhere to the extension of the drive-in season has been reversed in the Albany exchange district this year, because of poor business due to cool and rainy weather. Recent mild temperatures came too late to make much difference.

A number of drive-ins are closing earlier or advancing the start of weekend operation. Harry Lamont will darken his Middletown drive-in on Wednesday, three weeks ahead of last season, Menands drive-in on the Albany-Troy road, closed Saturday, after being on a four-day operation for the past three weeks. Fabian will continue his Mohawk, on the Albany-Schenectady road, but has closed the Saratoga, on the Albany-Saratoga road.

Drive-ins in the Northern part of the state have or are closing many situations.

Very few drive-ins in this section showed a profit in 1950. Observers believe the poor season will end or curb the opening of new outdoor theatres hereabout. The total has reached 45, from one in 1940.

Cite 'Battleground'

M-G-M's "Battleground" has been selected as the "Best Picture of 1949-50 Season" by the motion picture critics of Belgium. The award will be made in Liege on Nov. 4, at the motion picture ball of the Association de la Presse Cinematgraphique Belge.

N. Y. Variety Elects

(*Continued from page* 1)

The membership voted to make the Will Rogers Memorial Hospital, Saranac Lake, N. Y., one of the primary "Heart" activities of the local tent.

Dr. Henry C. Falk, chief surgeon of the French Hospital, was the principal guest speaker and told the showmen of the need for contributing to blood banks and outlined the history of using and conserving blood. The tent voted to establish a blood bank in conjunction with the French Hospital.

Elected to serve as crew members during the coming year were Maurice D. Bergman, Harry Brandt, Theodore R. Gamble, Harold J. Klein, C. E. (Chick) Lewis, Robert Mochrie, Abe Montague, Walter Reade, Jr., Charles Reagan, Herman Robbins, Sam Rosen, Morris Sanders, Cy Seymour, Richard F. Walsh, Robert M. Weitman and Max Wolff. The crew will hold its first meeting on Friday.

The meeting opened with the singing of the national anthem by Leonard Saver, accompanied by Ray O'Brien, and an invocation made by the Rt. Rev. Monsignor James J. Lynch.

File N. Y. Certificate

ALBANY, N. Y., Oct. 29.—Souvaine Selective Pictures, Inc., has filed a certificate to conduct business in New York. Incorporators are listed as Henry Souvaine, Howard Taylor and Julius Fleischmann.

Coast Filming Still Heavy; 41 in Work and 13 Started

HOLLYWOOD, Oct. 29.—The production tally remained the same this week, for a total of 41 in work, 13 pictures having been started, while 13 were completed.

Started were: "Dick Turpin's Ride," Columbia; "Drums in the Deep South" (King Bros. Productions), Independent; "Soldiers Three," M-G-M; "Navy Bound," Monogram; "Dear Brat" and "Quantrell's Raiders" (Hal Wallis Productions), Paramount; "Silver City Bonanza" and "Honeychile" (Tru-color), Republic; "Gun Notches" and "The Thing" (Winchester Pictures), RKO-Radio; "U. S. S. Teakettle," 20th Century-Fox; "The Folsom Story" and "Strangers on a Train," Warner Brothers.

Completed were: "Snake River Desperadoes," "The Globetrotters" and "Hurricane Island," Columbia; "Cattle Queen" (United - International), Eagle Lion Classics; "Inside Straight," Metro - Goldwyn - Mayer; "Trail Dust" and "Massacre Valley," Monogram; "Heart of the Rockies" and "Rough Riders of Durango," Republic; "Roadblock," "The Gaunt Woman" and "Macao," RKO-Radio; "Queen for a Day" (Robt. Stillman Productions), United Artists.

Excess Tax

(*Continued from page* 1)

before the House Ways and Means Committee when it opens hearings on an excess profits tax bill on Nov. 15.

The MPAA experts explained that one problem has to do with the tax base. Excess profits taxes put an especially stiff tax on profits over and above those made in a base period. All of the talk has been about using a fairly recent base—possibly 1947-49—for the new tax, and MPAA's tax experts pointed out that although other industries have had record profit-making years since the war, the film industry's earning record has not been quite so good, with attendance falling off due to competition from television and other factors, including the foreign remittance situation.

On the other hand, they explained, the coming years—with restrictions on TV and with people feeling the need for more entertainment—might be good film years. Thus, the industry would be hit harder than other industries by use of a recent tax base.

Another complicating factor in the picture, the MPAA experts explained, is the uncertainty of remittances from overseas. If the remittances come in the next years but are based on earnings in previous years, just how should they be treated for excess profits tax purposes? Would the base be continually readjusted to take these into account?

Swedish Film

(*Continued from page* 1)

Scheutz, president of Europa Film, and vice-president of the Swedish Film Producers Association, and Rune Waldekranz, Swedish author, critic and executive producer of Sandrew Studios. They will sail for Europe later this week.

NPA Ban Affects 25 N. England Drive-ins

Boston, Oct. 29.—The order of the National Production Authority banning the construction of places of amusement will prevent the construction of approximately 25 drive-in theatres scheduled to be built in the New England area, according to theatre supply houses in Boston.

Mankiewicz Urges Signing of Oath

HOLLYWOOD, Oct. 29.—In a letter to all members of the Screen Directors Guild, Joseph L. Mankiewicz, president, asked that they put aside all reservations they might have concerning the Guild's own loyalty oath and the manner in which it was passed and sign it voluntarily. The letters were received by SDG members over the weekend.

Katz-Kramer

(*Continued from page* 1)

will include 20 or more films annually. A $15,000,000 annual production budget is planned for the program, to be advanced both by the new company and established financing institutions, it was stated. Plans contemplate eventual development as a new major production and distribution company. Hollywood's best creative talent will be sought for its productions, Kramer and Katz said.

The company will seek immediately to guarantee healthy distribution of its product, either by outright purchase of an existing distribution company or a special arrangement with one. If necessary, the company will develop its own marketing channels, Katz said.

Katz, through the deal, also acquires an interest in Stanley Kramer Distributing Corp., formed initially to roadshow "Cyrano de Bergerac."

In addition, it was announced that Eastern offices, now headed by George J. Schaefer, sales director, and Myer P. Beck, exploitation director, will be maintained.

Katz declared himself "to be more enthusiastic about joining Kramer and his associates than at any time since I built my first big theatres." He said he had been talking off and on to Kramer for the last 16 months and what impressed him "about Kramer was "quality and guts," especially the pioneering in new story and production trends, and merchandising of product.

"Quality and quality alone is the shortest cut to box office dollars," Katz stated.

Kramer said that in carrying out the duties of executive producer he would adhere to the principles which governed the making of his four pictures, including "Cyrano." That is, elimination of overhead, putting the maximum part of each dollar into quality that can be used on the screen, pre-production rehearsals, and story content with vitality.

Outside creators whose ideas conform to Kramer principles will be invited to participate with the new company. The company will be equipped to supply secondary or all financing, even should other producers come in only with story and deferments on talent, according to Kramer.

Theatre Owners of America

Mid-Century Convention Program

October 30-November 2, Shamrock Hotel, Texas

Monday, October 30

12:30 P.M.—President's Luncheon, Shamrock Room

(Sponsored by Warner Brothers Pictures)
Speakers: Robert J. O'Donnell, Chairman. Oscar Holcomb, Mayor of Houston

2:00 P.M.—Business Session, Emerald Room:

Address, Sam Pinanski, TOA president.
Annual Report, Gael Sullivan, TOA Executive Director.
Presentations by TOA Standing Committee Chairmen:
Theatre Television—Mitchell Wolfson, Miami.
National Legislation—Julian Brylawski, Washington.
Drive-Inc—Claude Ezell, Dallas.
Distributor—Exhibitor Relations—Walter Reade, Jr., New York.
Public Relations—Emil Bernstecker, Atlanta.
16mm.—Myron Blank, Des Moines.
State and Local Legislation—Morris Loewenstein, Oklahoma City.
Concessions—M. A. Lightman, Memphis.
Theatre Maintenance and Operation—E. D. Martin, Columbus, Ga.
Theatre Equipment and Accessories—J. H. Elder—J. C. Skinner, Dallas.
Organization and Membership—S. H. Fabian, New York.
Legal Advisory Council, Herman Levy, New Haven.

8:00 P.M.—Screening in Emerald Room:
Universal-International's "Harvey," Starring James Stewart.

Tuesday, October 31:

9:00 A.M.—Business Session, Emerald Room:

This is "Products Day" on which producers and distributors will present descriptions of forthcoming product. Presentations will be made by:

Columbia—A. Montague, General Sales Manager.
MGM—William F. Rodgers, Sales Vice-President.
Republic—James R. Grainger, Executive Vice-President.
20th Century-Fox—Spyros Skouras, President; Al Lichtman, Vice-President; Charles Einfeld, Vice-President; Andrew W. Smith, Jr., Vice-President.

12:30 P.M.—Luncheon, Shamrock Room:

(Sponsored by Edward Small Productions) Program:
George Murphy, Master-of-Ceremonies, introduces Visiting Celebrities.
Address by William J. Hobbs, President, Coca-Cola.
Address, "What Compo Means to the Exhibitor," Ned Depinet, President of COMPO.
Address, Ted Lane, Publicity Director, Greater Union Theatres, Australia.
Address, Jesse Lasky, Representing Screen Producers Guild.

2:00 P.M.—Business Session, Emerald Room, "Products Day" Presentations Resumed:

Warner Brothers—Mort Blumenstock, Vice-President in Charge of Advertising and Publicity.
RKO—Robert Mochrie, Distribution Vice-President.
Paramount—Alfred W. Schwalberg, General Sales Manager.
Universal—David Lipton, Director of Advertising and Publicity.
Lippert Productions—Robert Lippert, President.
Monogram—Steve Broidy, President.

5:00 P.M.—Rodeo and Chuck Wagon Barbeque:

Buses leave Shamrock Hotel for Mac's Ranch. Morton Downey, Master-of-Ceremonies. (Sponsored by Coca Cola)

Wednesday, November 1:

9:00 A.M.—Meetings of TOA Standing Committees.

12:30 P.M.—Luncheon, Shamrock Room, Program:

American Red Cross Citation, presented to TOA by Howard B[illegible]am, Vice-President, American Red Cross.
Address by Nate Golden, Chief of Motion Picture Division, U. S. Department of Commerce.
Presentation on National Advertising, Verne Myers, Chief of *Look Magazine* Research Department.

2:00 P.M.—Business Session, Emerald Room, Program:

Chairman of TOA Board, Arthur Lockwood, Introduces Presiding Officer.
Discussion of Committee Report.

7:30 P.M.—Aquacade and Shore Dinner, Shamrock Swimming Pool Area.

Aquacade Features Johnny Weismuller and "The Corkettes," an Organization of 30 Gulf Coast Swimmers Coached by Bob Skelton, U. S. Olympic Breast Stroke Champion.
Fred Nahas, Chief Barker, Houston Variety Club, Master-of-Ceremonies.

Thursday, November 2:

9:00 A.M.—Business Session, Emerald Room, Program:

J. J. O'Leary, Chairman of Executive Committee, Introduces Presiding Officers.
Resumption of Discussion on Committee Reports.

12:30 P.M.—Luncheon, Shamrock Room, Program:

Address by Eric Johnston, President, Motion Picture Association of America.

2:30 P.M.—Business Session, Shamrock Room, Program:

Sherrill Corwin, TOA Vice-President, Introduces Presiding Officer.
Unfinished Business.

4:00 P.M.—Meeting of TOA Board of Directors Election of Officers.

7:00 P.M.—Cocktail Party, Grecian Room.

8:00 P.M.—President's Dinner, Emerald Room, Program:

R. J. O'Donnell, Convention Chairman, Introduces Presiding Officer.
Sam Pinanski, TOA President, Introduces His Successor.
Songs by Morton Downey.
Address by W. Stuart Symington, National Security Resources Board Chairman. (Note: This address to be Broadcast Over National hookup.)
Brief address by New President of TOA.

Additional Activities Planned For Ladies In Attendance

Tuesday, October 31:

3:00 P.M.—Canasta and Gin Rummy at Houston Variety Club in Hall of Exhibits.

Wednesday, November 1:

3:00 P.M.—Sightseeing and Shopping Tour of Houston.
Golf, Tennis or Bridge at any of the Houston Clubs if Desired. (Contact Women's Committee at Convention Headquarters.)

Thursday, November 2:

1.00 P.M.—Style Show and Luncheon, Emerald Room.

TOA Convention

(*Continued from page* 1)

which will be sponsored by Warner Brothers and will have as principal speakers Robert J. O'Donnell and Mayor Oscar Holcomb of Houston.

Reports will be made tomorrow by the following TOA executives and committeemen: president Samuel Pinanski, executive director, Gael Sullivan. Mitchell Wolfson, Julian Brylawski, Claude Ezell, Walter Reade, Jr.. Emil Bernstecker, Myron Blank, Morris Loewenstein, M. A. Lightman, E. D. Martin, J. H. Elder, J. C. Skinner, S. H. Fabian and general counsel Herman M. Levy.

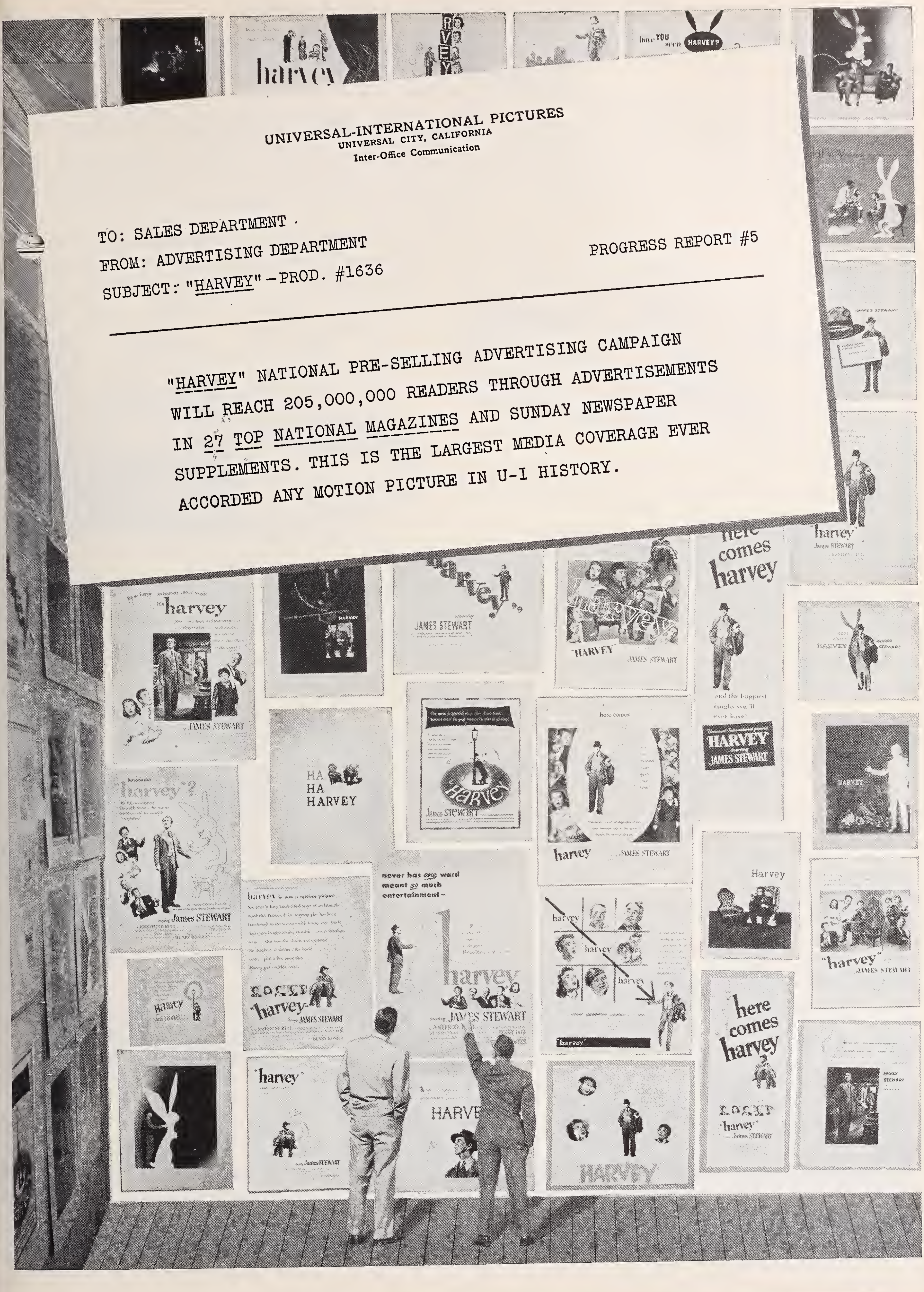
On the following days business sessions will be addressed by A. Montague, Columbia general sales manager; William F. Rodgers, M-G-M distribution vice-president; James Grainger, Republic executive vice-president; 20th Century-Fox's president Spyros P. Skouras and vice-presidents Al Lichtman, Charles Einfeld, and Andrew W. Smith, Jr.; actor George Murphy; Coca-Cola president William J. Hobbs; Ned E. Depinet, president of the Council of Motion Picture Organizations; Greater Union Theatres' publicity director Ted Lane; Jesse Lasky of the Screen Producers Guild; Mort Blumenstock, Warner advertising-publicity vice-president.

Also, Robert Mochrie, RKO Radio distribution vice-president; Alfred W. Schwalberg, general sales manager of Paramount; David Lipton, director of Universal's advertising-publicity; Robert Lippert, president of Lippert Productions, and Steve Broidy, president of Monogram-Allied Artists.

Motion Picture Association of America president Eric A. Johnston will speak at a luncheon on Thursday and W. Stuart Symington, chairman of the National Security Resources Board, will be the main speaker at the President's Dinner that evening. The latter's address will be broadcast over a nation-wide radio hook-up.

With a view toward industry adoption of a uniform procedure in its attack on municipal and state admission tax levies, the TOA legal advisory council has prepared an analysis and review of admission tax decisions which will be presented by Levy at tomorrow's business session.

(*Continued on page* 11)



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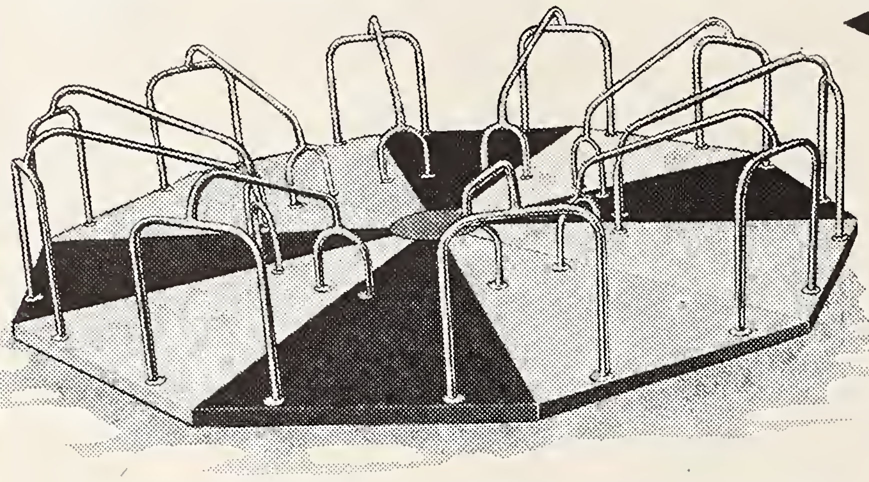
THE ANSWER To The Parent-Child Drive-In Problem

Boost your attendance figures by helping parents "do something about the kids" when they get fidgety. Now father and mother can relax and enjoy the show knowing the youngsters are safely playing close by on a "Life-time MIRACLE WHIRL." Here is a safe, healthful, interesting recreation and exercise out in the open air. No supervision required. Ruggedly built to stand the roughest abuse, "Life-time MIRACLE WHIRL" is simple to operate — just like "pumping up" a swing. Off center balancing action propels it by centrifugal force. No exposed mechanism; guaranteed against all defects. Two can have as much fun as fifty. Keep the whole family coming back to your Drive-In. Equip your Drive-In playground with a "Life-time MIRACLE WHIRL"! *Built in 2 sizes.*



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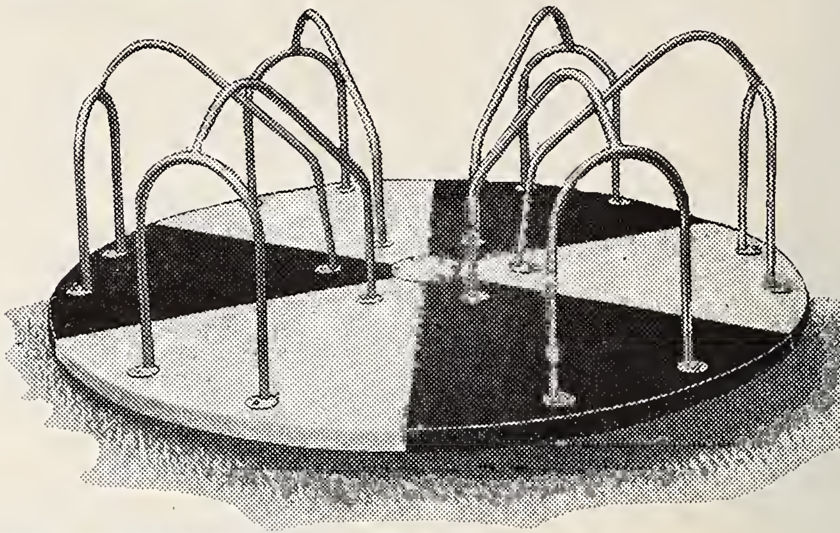
Big—sturdy—safe. Handles all the youngsters who can pile onto it. Heavy all-steel construction, with seamless 1" handrails. Ideal for your playground area.



Life-time JR. WHIRL (6ft. Size)→

Same lasting quality and efficiency as the larger Whirl—but smaller in size and kid-capacity. Some owners install combinations of the two sizes.

SEE THEM AT THE SHOWS

Life-time MIRACLE WHIRLS are on display at Theatre Industry gatherings. Look for them there or write to the manufacturers for colored literature and prices. Address—

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Greetings Showmen!

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TRADE MARK REG'D

Manufactured by
INTERNATIONAL PROJECTOR CORPORATION
Bloomfield, New Jersey

Film Critics

(*Continued from page* 1)

members of the local trade press, including Bernard Charman, Jock MacGregor, Peter Burnup, John Sullivan and Harold Myers, at the Cock Tavern.

Last Thursday, the New Yorkers were guests of honor at a cocktail party at the Hotel Savoy attended by 200 members of the British daily, ma[illegible]e and trade press. On Friday, they lunched with James Stewart and Glynis Johns after visiting the Denham Studios. Friday evening, the critics were guests of Reginald C. Bromhead, president of the Cinematograph Trade Benevolent Fund, and Sir Arthur Jarratt, joint chairman of the Fund's executive committee, at a cocktail party. This was followed by a dinner at the Connaught Hotel given by Sir Michael Balcon, Earl St. John, Antony Darnborough and other Rank producers.

Charles Schlaifer to Lecture Here on Ads

Charles Schlaifer, president of Charles Schlaifer and Co., will give a five weeks' course on the "Significance and Responsibilities of Advertising and Public Relations" at New York's New School for Social Research, beginning Thursday at 8:30 P.M.

The series, an analytic concentrated workshop and lecture course examinies and measures the impact and effect of advertising and public relations and their responsibilities to the consumer.

TOA Convention Opens

(*Continued from page* 8)

Before adjournment on Thursday, the convention will see appointment of a special committee which will be instructed to confer with producers and distributors in behalf of a program to bring about the early complete elimination of nitrate film.

Sullivan in an address will discuss "Exhibition's Program for Tomorrow." It will deal with what he has termed the need for organized exhibitor action to make such "new dynamics" as three-dimensional films serve exhibition's purposes in the competition for the entertainment dollar.

During the convention, committees of TOA and Theatre Equipment and Supply Manufacturers Association will meet together during the week to discuss a proposal for joint conventions of the two organizations.

The TOA legal advisory council, which consists of attorneys for both circuit and independent operators from all over the country, has been studying the "swelling tide of industry litigation" in an effort to work out some solution which would eliminate much of "the needless" expense that goes with such litigation for both distributors and exhibitors. The committee's report in this connection is expected to embrace an appeal for the establishment of an industry-wide arbitration system.

Wisconsin Allied

(*Continued from page* 1)

an equipment show and individual group discussions covering drive-ins, small towns, large towns and city subsequent-runs. Topics at these discussions will include film prices, allocations, competitive bidding and reports on sales policies of distributors.

The drive-in discussion, because of the interest it has aroused, will be the sole meeting on Tuesday. S. J. Goldberg of Wausau will lead the discussion round-table.

Ben Marcus, president, will preside at the business sessions and will report on the recent national Allied convention held at Pittsburgh recently.

75 New 'Pioneers'

(*Continued from page* 1)

the dinner Nov. 16 in the Waldorf-Astoria here will include S. Charles Einfeld, Charles P. Skouras, Otto E. Koegel, Emanuel Silverstone, Harold W. Seidenberg, Samuel Bischoff, Edward O. Blackburn, Samuel J. Briskin, Harry Joe Brown, Cecil B. DeMille, Henry Ginsberg, Isidore G. Goldsmith, Joseph H. Hazen, Sol Lesser, Edgar J. Mannix, Samuel Marx, Sid Rogell, Adolph Schimel, Edward Small, Jack L. Warner, Jules J. White and Clay Hake, Paramount Australian representative.

In addition to the above-mentioned guests, there will be 50 others at the dinner.

Van Nomikos

(*Continued from page* 1)

Richard Fierstein, Frank Flaherty, Harry Goldson, Sidney Harrison, Chas. House, Nate Joseph, Joseph Learner, Jerome Marks, Raymond Marks, John Mitchell, William Pearl, Sidney Schatz, Charles Stern, Henry Stern, Joseph Stern, Harold L. Teel.

Souvenir Program: James Gregory, chairman; Arthur Schoenstadt, vice-chairman; Harold Abbott, Benjamin Banowitz, Oscar Brotman, Charles Cooper, Irving Davis, Arthur Davidson, William Geftman, Robert Harrison, John Jones, James Jovan, Saul Lockwood, Howard Lubliner, Harry Lorch, Abe Teitel, Marvin Lowenthal, Alex Manta, Sinuel Roberts, John Semadales, Mayer Stern, M. D. Zimmerman.

Tickets: Charles R. Lindau, chairman; Leonard Bland, Harry Christos, Jack Clark, Abe Feder, F. Dudley Gazzolo, John Krafcisin, John Luebbing, Jack Lynch, John Manta, Aaron Meltzer, Saul Meltzer, Harry Nepo, C. Papas, Spyros Papas, Arthur Sass, Nate Slott, Ludwig Sussman, V. Vaselopulos.

Banquet Arrangements: Jack Rose, chairman; Benjamin Banowitz, Robert Harrison.

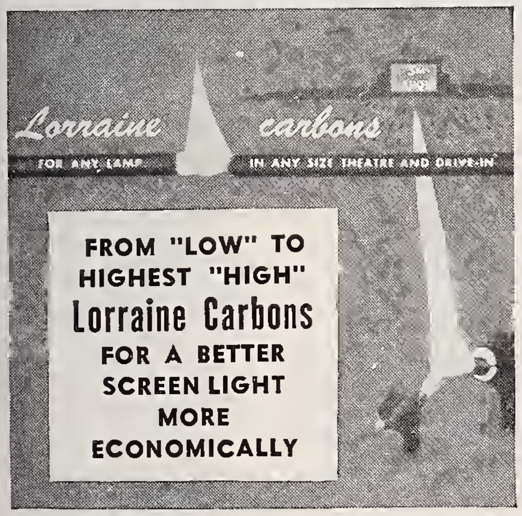
Decorations and Displays: Sam Krimstein, chairman; William Asalanides, Dave Beederman, Nathan Fadim, Charles Golin, Leon Kaplan, Mel Sola, William Vaselopulos, Chris Christos.

Entertainment: Richard Salkin, chairman; Sylvan Goldfinger, S. J. Gregory, Aaron Jones, Dick Sachsel, Bene Stein, M. O. Wells.

Publicity: Ted Tod, chairman; William Galligan, Milt Levy, Danny Newman.

U-I Promotes Levitt

CLEVELAND, Oct. 29.—Universal-International has promoted Jim Levitt from booker to salesman, succeeding George Flynn, who has resigned to enter a different business.


Lorraine carbons
FOR ANY LAMP
IN ANY SIZE THEATRE AND DRIVE-IN
FROM "LOW" TO HIGHEST "HIGH"
Lorraine Carbons
FOR A BETTER SCREEN LIGHT MORE ECONOMICALLY

FOR DISTRIBUTION DATA IN YOUR AREA WRITE TO

•

Lorraine
CARBONS, INC.
BOONTON, N. J.

BOOTH 20

Century

PROJECTORS AND SOUND SYSTEMS
The Projector of the Century
CENTURY PROJECTOR CORP.
729 SEVENTH AVENUE NEW YORK (19) N. Y.

FULL PROFIT

is possible *only* when you have a modern, high-speed ticket-issuing and collection control system at box office and door. Ask your jobber at the Show —see

AUTOMATICKET
ADMISSIONS CONTROL SYSTEMS
General Register Corporation, Long Island City 1, N. Y.

Your Screen is your "SHOW WINDOW"!

Your "Show Window" should be made of GLASS!

GLASCREEN makes the PERFECT SCREEN!

SHOW IT MAGNIFICENTLY ON GLASCREEN

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NATIONAL THEATRE SUPPLY
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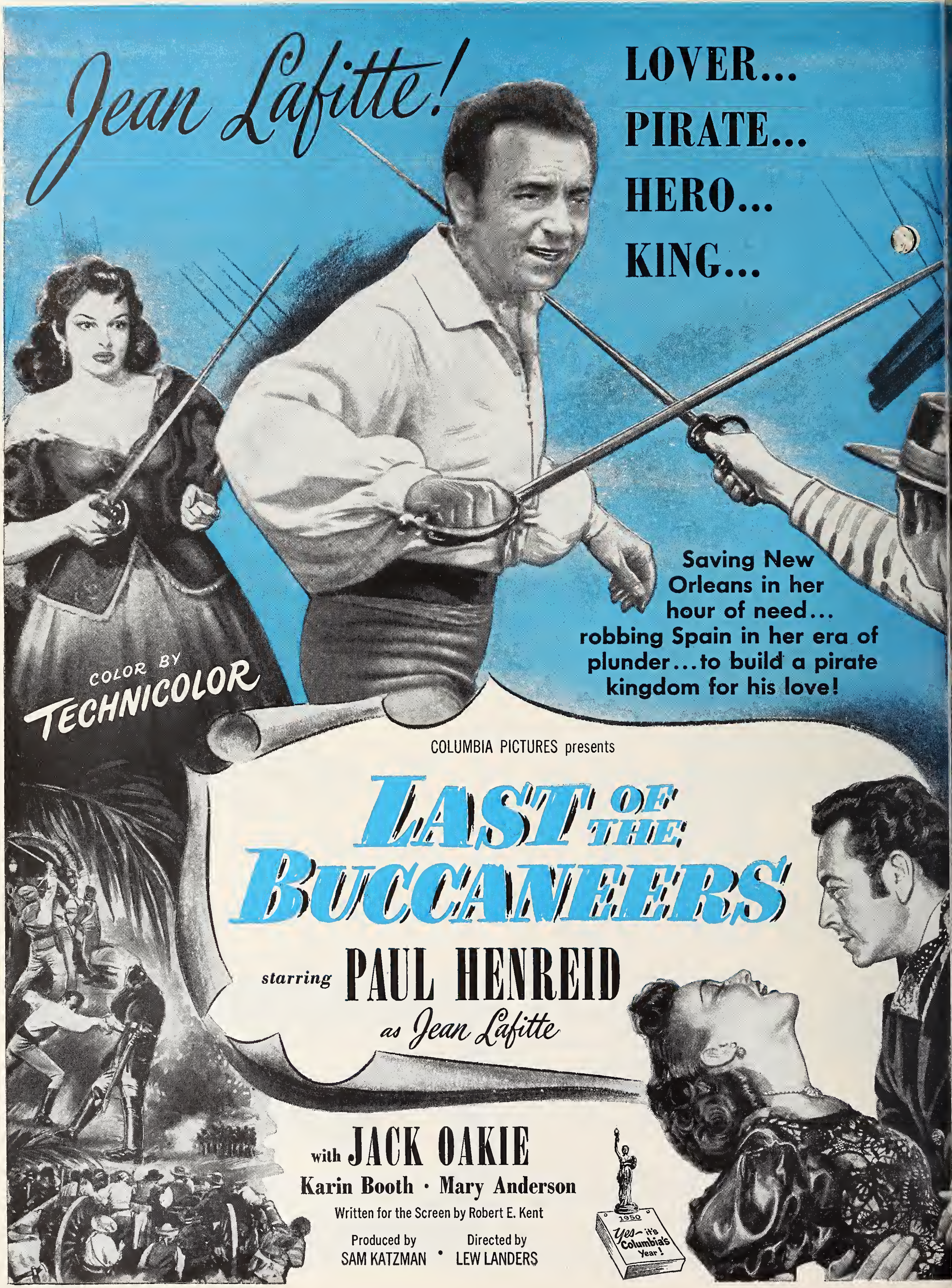
Seamless In All Sizes


Jean Lafitte!
LOVER...
PIRATE...
HERO...
KING...
Saving New Orleans in her hour of need... robbing Spain in her era of plunder... to build a pirate kingdom for his love!
COLOR BY TECHNICOLOR
1950
Yes—it's Columbia's Year!

COLUMBIA PICTURES presents

LAST OF THE BUCCANEERS

starring **PAUL HENREID**

as *Jean Lafitte*

with **JACK OAKIE**

Karin Booth · Mary Anderson

Written for the Screen by Robert E. Kent

Produced by SAM KATZMAN · Directed by LEW LANDERS

FILE COPY
DO NOT REMOVE

FIRST

MOTION PICTURE
DAILY

Accurate
Concise
and
Impartial

VOL. [illegible] NO. 84 NEW YORK, U. S. A., TUESDAY, OCTOBER 31, 1950 TEN CENTS

Say U. A. Cut Stock Price For Mc Nutt

New Financing in View; Eases Current Crisis

Hollywood, Oct. 30.—Mary Pickford and Charles Chaplin have agreed to a reduction of $2,400,000 in the purchase price of their United Artists stock under the option held by Paul V. McNutt, according to reports widely circulated here.

The concession brings the purchase price down from $5,400,000 to $3,000,000 and, it is reported, insures the continuity of the company under McNutt, who sought the reduction in meetings here a week ago.

The reports add that on the basis of the reduced option price, Walter

(*Continued on page* 14)

Must Show Books to Eight Distributors

Salt Lake City, Oct. 30.—An order permitting inspection of theatre records by attorneys for plaintiff distributors was signed here by U. S. Judge Willis W. Ritter in eight pending percentage actions in U. S. District Court. The actions are by United Artists, Universal, RKO, Columbia, Warner, Paramount, Loew's and 20th Century-Fox against Hal F. Hawk, the administrator of the estate of Claude C. Hawk, as well as against the Claude Hawk Corp. The theatres involved in each action are the Rex in Caliente, Nev., Gem in Pioche, Nev., and the Towne in Ephraim,

(*Continued on page* 14)

Court Hearing on Color Video Set

Chicago, Oct. 30. — A three-man panel to hear a motion to set aside the approved Federal Communications Commission color television system of the Columbia Broadcasting System

(*Continued on page* 14)

Somervell May Come For Pact Signing

London, Oct. 30.—Harold Wilson, president of the Board of Trade, probably will be unable to accept the invitation of the Society of Independent Motion Picture Producers and the Motion Picture Association of America to go to New York for the formal signing of the new Anglo-American remittance agreement.

Parliamentary business is commanding all of Wilson's time. Rupert Somervell, under-secretary to the Board, is expected to make the trip. It is now being determined whether the latter has sufficient authority to sign the document or, if necessary, he should be accorded special powers.

Kramer Firm Rolls in March

The starting date for the newly-formed Stanley Kramer Co., whose plans contemplate eventual development as a new major production-distribution firm is March, 1951, it was revealed here yesterday by Stanley Kramer, president. The new firm is a partnership between Kramer and Sam Katz, the latter having posted $2,000,000 for operating capital.

The partnership signals the end

(*Continued on page* 14)

Royal Family At 'Mudlark' Showing

London, Oct. 30.—Britain's most spectacular motion picture event, the annual Royal Performance, duly occurred here tonight with three screenings of 20th-Fox's London-made "The Mudlark" at Loew's Empire in the presence of King George, Queen Elizabeth, the two Princesses, a glittering audience of notabilities, and street crowds of thousands, despite a typical London freezing drizzle.

Experienced showmen concede that "The Mudlark" justified its selection as the Command Performance film,

(*Continued on page* 14)

PINANSKI NAMED TOA HEAD AGAIN

Long Night Session Required to Agree; Selig Choice Rejected

By **RED KANN**

Houston, Oct. 30.—Sam Pinananski of Boston will continue as president of Theatre Owners of America for another year.

This surprise development sprang out of a compromise reached at the convention hotel here today after a lively five-hour session of the executive committee which broke up a few minutes before one o'clock this morning. The session was marked with animation and some heat and was highlighted by a ringing piece of campaign oratory by Ted R. Gamble of New York on behalf of Robert Selig

(*Continued on page* 12)

Sets Deals With Lesser, Lippert

London, Oct. 30.—Returning from America, James Carreras announced that his Exclusive Films has concluded a deal to make nine pictures here in cooperation with Sol Lesser. The latter will furnish scripts and a name star for each picture.

Production on the first is scheduled for Jan. 8. All will be modest-budget films, probably the first of their kind to be made here with some assurance of American distribution.

Exclusive also has signed a five-year deal with Robert L. Lippert for U.S. distribution of the latter's pictures.

See NT Split-up Delay Until 1951

An extension of time beyond Dec. 30 for termination of National Theatres' joint ownership in Golden State Theatre and Realty Corp., T. & D. Jr. Enterprises, Fresno Theatres and Golden State Theatres is scheduled to be granted in U. S. District Court here today.

Varied Equipment Exhibit at TOA Houston Meeting

Houston, Oct. 30.—The Shamrock Hotel's mammoth Hall of Exhibits took on new shape here today as theatre equipment dealers and suppliers set out their wares in elaborate display for theatre owners from all over the nation to see. They are preparing for the theatre owners of America's mid-century convention which opened officially here today and will continue through Thursday night.

Certain to attract attention is General Precision Laboratories' display of Videofilm theatre television, a new development for immediate or delayed full-screen projection of televised programs. Though the new project has not been installed in any theatre, many

(*Continued on page* 12)

'Eve,' 'Trio' Lead N. Y. First Runs

Summer-like weather in New York has not been helping business at Broadway's first-runs, and unless more seasonable temperatures take hold by either today or tomorrow the current week will go on record as one of the slowest for revenue since autumn started. Three pictures which opened on Broadway prior to last weekend have turned up only mild grosses thus far.

There are two hold-overs, however, that are demonstrating outstanding earning powers, and they are virtually

(*Continued on page* 14)

Ohio ITO Invites Ky. And W. Va. Showmen

Columbus, O., Oct. 30.—Kentucky and West Virginia exhibitors have been invited to the Tri-State Convention of the Independent Theatre Own-

(*Continued on page* 14)

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

GREETINGS to T. O. A. from PARAMOUNT
COMING—BRANDED—SEPTEMBER AFFAIR—THE GOLDBERGS

New MGM Product Hailed By Dietz

M-G-M's forthcoming lineup is the most impressive in its history, Howard Dietz, vice-president and director of advertising, publicity and exploitation, stated yesterday following his return from the studios.

Howard Dietz

While at the studios Dietz saw "Royal Wedding," Technicolor musical starring Fred Astaire with Jane Powell; "An American in Paris," Gene Kelly Technicolor film with Leslie Caron; "Across the Wide Missouri," starring Clark Gable; "The Magnificent Yankee," Louis Calhern and Ann Harding; "Vengeance Valley," Burt Lancaster, with Robert Walker and Joanne Dru; "Kim," in Technicolor and starring Errol Flynn, and "The Red Badge of Courage," which John Huston directed, with Audie Murphy and Bill Mauldin.

'Impressed Greatly'

"I was impressed greatly with these films and every exhibitor will be when he sees them," Dietz said. "Three of them are scheduled to play the Radio City Music Hall in succession, a tribute to M-G-M's production staff on the coast and an added stimulus to the sales staff in the selling of 'King Solomon's Mines,' 'Kim,' and 'The Magnificent Yankee,' which have been booked in that order and which should give M-G-M playing time not only until the end of the year but well into 1951."

Dietz said that he had several new ideas in mind for promoting, publicizing and advertising the big ones coming along soon, but would divulge details when plans are ready to break.

"I think exhibitors will benefit by the large magazine campaign we have just placed in national magazines on our big Technicolor pictures," Dietz said. "Starting with November, we are displaying 'Across the Wide Missouri,' 'Kim,' and 'King Solomon's Mines.' In December, 'Missouri,' 'Kim' and 'Royal Wedding.' In January, 'Missouri,' 'Royal Wedding' and 'Mr. Imperium.' Some of these pictures are spring releases, but the long build-up nationally will help. This eases the burden on the exhibitor who has a pre-sold product he can go after locally.

Schwalberg Back

A. W. Schwalberg, president of Paramount Film Distributing Corp., returned to his desk here yesterday for the first time since the death of his wife on Oct. 23. Schwalberg will remain here until Thursday, when he will head a contingent of home office executives to the Central, South Central, and Western division sales meeting in Dallas, scheduled for Friday and Saturday.

Personal Mention

SAMUEL PINANSKI, head of American Theatres Corp., has accepted the invitation of JOHN J. DESMOND, JR., comissioner of education in Massachusetts, to join the advisory committee of the Massachusetts School of Art.

•

EDWARD L. WALTON, Republic assistant general sales manager, has scheduled a four-day visit from New York at the Minneapolis exchange, Nov. 8-11, during a branch trip which will also include Chicago, Milwaukee and St. Louis.

•

AL TAMARIN, United Artists director of publicity, left Lenox Hill Hospital yesterday following the fracture of two wrists in an accident at the weekend.

•

FRANK VAIL, Warner Pathe cameraman, has sailed from San Francisco for a two-week trip to Honolulu.

•

CLIFFORD BOYD, managing director of the Academy of Music, Northampton, Mass., and MRS. BOYD are parents of a baby boy, Stephen Robert.

•

ARTHUR PALUMBO, of the 20th Century-Fox publicity department, has left the company on a leave of absence to join the Army.

•

ISAIAH FRANK, U. S. State Department film director, is in George Washington University Hospital after suffering a severe heart attack.

•

TERRY TURNER, RKO Radio director of exploitation, is convalescing at his home in Flushing, N. Y., following a recent illness on the Coast.

•

ABRAM F. MYERS, Allied States general counsel, will leave Washington today for Milwaukee to attend Wisconsin Allied's convention.

•

RUSSELL ORDWAY, manager, Webb Playhouse, Wethersfield, Conn., will be married in Hartford tomorrow to DOROTHY TREWORTHY, of West Hartford.

•

FAYETTE W. ALPORT, London manager of the Motion Picture Association of America, and CLIFTON WEBB will sail from here today for Europe aboard the *S.S. Queen Mary.*

•

MAURICE N. WOLF, M-G-M public relations representative, is in Columbus, O., to address the Exchange Club there on Thursday. He spoke yesterday at the Mercator Club, Dayton, O.

•

PETER G. PERAKOS, JR., son of the head of the Perakos Theatres, New Britain, Conn., has been made a 2nd Lt. in the Army Reserve Corps.

•

SAM HARRIS, of the State Theatre, Hartford, and MRS. HARRIS leave Nov. 15 for vacation at Miami.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Buffalo from New York City for a few days.

•

ALAN V. ISELIN of Albany has been appointed assistant to NEIL HELLMAN, of Hellman Theatres in Albany.

•

FRANK MARSHALL, buyer and booker for Warner Theatres, has returned here from Albany.

•

CHRIS J. WITTING, general manager of the Du Mont Television Network, is in Los Angeles from New York.

'Big 10' Telecasts Show Improvement

CHICAGO, Oct. 30.—Saturday's big-screen televising of "Big Ten" football games at the B. and K. State Lake in the Loop and the Tivoli on the South Side showed continued improvement.

Attendance of the University of Illinois-Indiana game at the State Lake was between 1,800 and 2,000, the same as it was last week. Audience reaction was highly favorable and the quality of the telecast generally good. The Tivoli reported a standard crowd (between 600 and 800) and enthusiastic response.

B. and K. officials pointed out the yelling and cheering of the crowd as evidence that theatre television has a place in the entertainment world. "People are gregarious, they like to let their hair down, and that is in favor of theatre televising of major events," one spokesman said.

Fair Response in Boston

BOSTON, Oct. 30.—Televising of football games at the Pilgrim Theatre here on the large theatre size screen brought a fair response last Saturday.

1000 at Paramount 'Goldbergs' Preview

More than 1,000 invited guests jammed the Paramount Theatre last night to attend a special advance showing of Paramount's "The Goldberg's," starring Gertrude Berg, according to Max E. Youngstein, vice-president in charge of national advertising-publicity.

Exhibitors, syndicate, magazine, radio and trade paper contacts, officials of the United Parents Association and personal guests of Paramount executive attended the preview. The scheduling of one large-scale advance showing rather than a series of small ones for particular groups, according to Youngstein, was brought about by the fact that it is being speeded into national release.

Meadow Heads Drive For Rogers Fund

Noel Meadow, film publicist and film importer, has been appointed national special events and exploitation director for the Will Rogers Memorial Hospital Fund Campaign.

Ohio Independents Will Back COMPO

Columbus, O., Oct. 30.—The board of directors of the Independent Theatre Owners of Ohio has agreed to go along with national Allied for one year in supporting the Council of Motion Picture Organizations. P. J. Wood, Independent Theatre Owners of Ohio secretary, urges exhibitors to send to his [illegible] clippings of all editorials, columns or other comment relating to the industry—whether the comment is favorable or unfavorable. Such material will be turned over to the COMPO, Wood said.

Astor to Phila. on 'Montague' Drive

Columbia sales executive Louis Astor left here yesterday for Philadelphia in the interests of the current "Montague Sweepstakes" sales and liquidation drive.

Astor is the first of the company's sales cabinet to go into the field in behalf of the drive. Plan of the company is to have the six members of the cabinet, who have been formed into a committee headed by Rube Jackter, visit the various exchange areas and coordinate the efforts of the 31 branches in the "Sweepstakes."

Other committee members in addition to Jackter and Astor who, from time to time, will go into the field to meet with exhibitors and discuss drive activities with branch managers, are Louis Weinberg, Irving Wormser, George Josephs and Maurice Grad.

Burrows Joins Eastman

Lincoln V. Burrows, vice-president and general sales manager of the Victor Animatograph Corp., Davenport, Ia., has resigned to join Eastman Kodak at Rochester, N. Y.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREER GARSON - WALTER PIDGEON in
"THE NEW MINIVER STORY"
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

JUNE HAVER • WILLIAM LUNDIGAN
GLORIA DeHAVEN • DENNIS DAY • HARRY JAMES
in
"I'LL GET BY"
Guest star appearances by
JEANNE CRAIN • DAN DAILEY
VICTOR MATURE • REGINALD GARDINER
COLOR BY TECHNICOLOR
in Person
TEX BENEKE
And His Orchestra
GEORGIE KAYE
JOEY GILBERT & ARLENE RUSSELL
EXTRA: THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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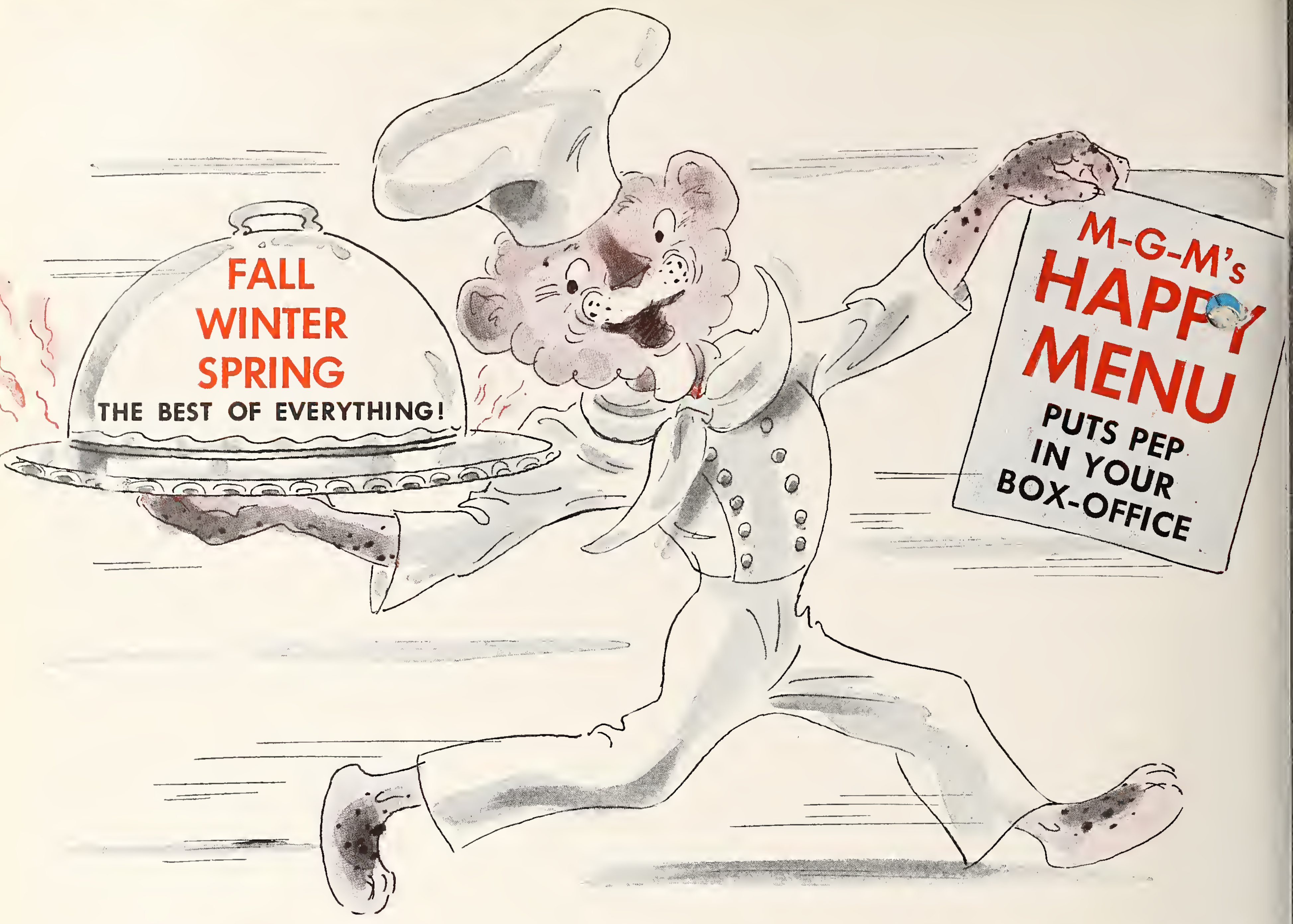
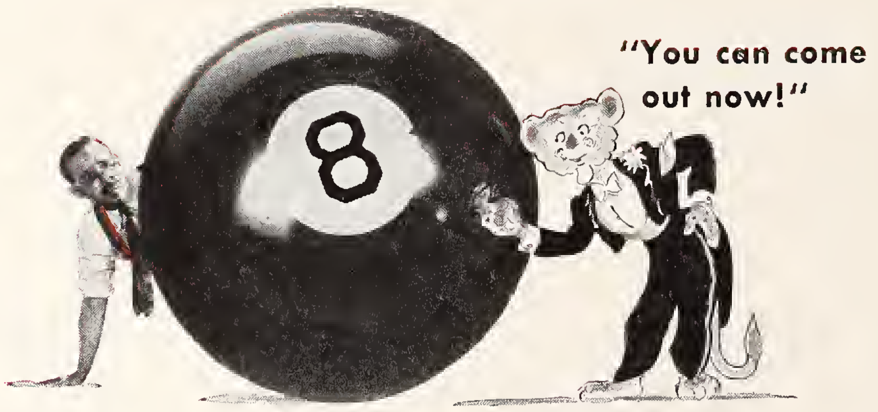
TALK ABOUT MEAL TICKETS!

Get ready for M-G-M's BOX-OFFICE BANQUET!

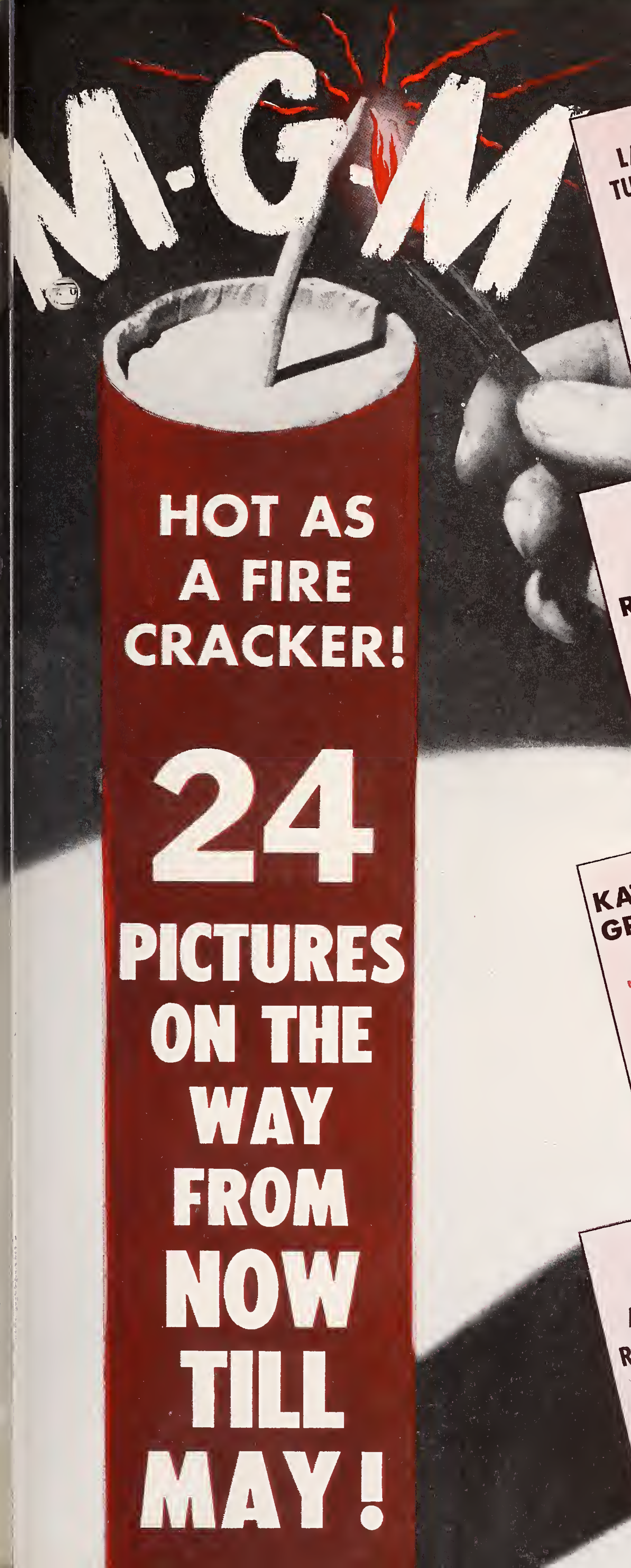
(Dinner is served! Turn here!)


FALL
WINTER
SPRING
THE BEST OF EVERYTHING!
M-G-M's
HAPPY
MENU
PUTS PEP
IN YOUR
BOX-OFFICE

FOOD FOR THOUGHT!


"You can come out now!"
8

Thank heaven the industry listened to Leo the Leader. We not only preached OPTIMISM but we practised it. When others hesitated M-G-M forged ahead with huge investments in production—investments in *your* future! And now M-G-M is in the happy position of having more top product for theatres than any company. Take a look!



HOT AS A FIRE CRACKER!

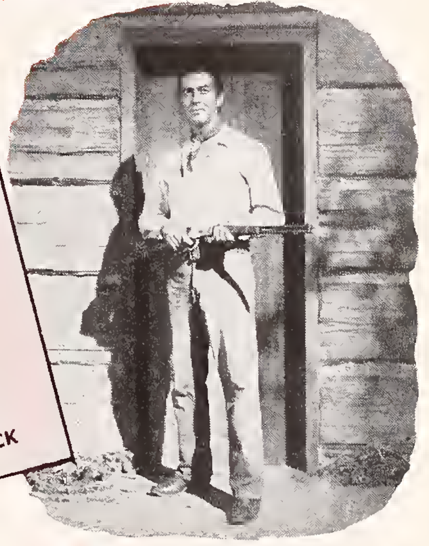
24 PICTURES ON THE WAY FROM NOW TILL MAY!

NOW PLAYING!

M-G-M Presents
LANA TURNER · RAY MILLAND
IN
"A LIFE OF HER OWN"
TOM EWELL · LOUIS CALHERN
ANN DVORAK · BARRY SULLIVAN
MARGARET PHILLIPS · JEAN HAGEN
Written by Isobel Lennart
Directed by GEORGE CUKOR
Produced by VOLDEMAR VETLUGUIN

NOW PLAYING!

M-G-M Presents
"DEVIL'S DOORWAY"
STARRING
ROBERT TAYLOR
with
LOUIS CALHERN
PAULA RAYMOND
MARSHALL THOMPSON
JAMES MITCHELL
EDGAR BUCHANAN
Written by Guy Trosper
Directed by ANTHONY MANN
Produced by NICHOLAS NAYFACK

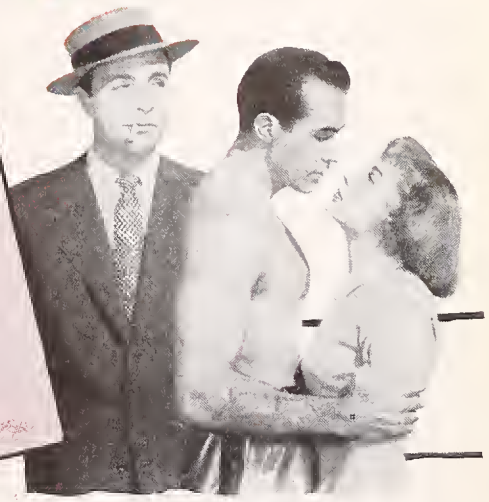


NOW PLAYING!

M-G-M Presents
KATHRYN GRAYSON · MARIO LANZA
DAVID NIVEN
"THE TOAST OF NEW ORLEANS"
with
J. Carrol NAISH · James MITCHELL
Richard HAGEMAN · Clinton SUNDBERG
COLOR BY TECHNICOLOR
Written by Sy Gomberg and George Wells
Directed by NORMAN TAUROG
Produced by JOE PASTERNAK

NOW PLAYING!

M-G-M Presents
JUNE ALLYSON · DICK POWELL
RICARDO MONTALBAN
IN
"RIGHT CROSS"
LIONEL BARRYMORE
Written by Charles Schnee
Directed by JOHN STURGES
Produced by ARMAND DEUTSCH



It keeps getting HOTTER! Turn →

NOW PLAYING

M-G-M Presents
CLARK GABLE · BARBARA STANWYCK
IN
"TO PLEASE A LADY"
ADOLPHE MENJOU
WILL GEER
Story and Screen Play by
Barré Lyndon and Marge Decker
Produced and Directed by
CLARENCE BROWN

NOW PLAYING

M-G-M Presents
GREER GARSON · WALTER PIDGEON
IN
"THE MINIVER STORY"
CO-STARRING
JOHN HODIAK · LEO GENN
with
CATHY O'DONNELL · REGINALD OWEN
and **HENRY WILCOXON**
Screen Play by Ronald Millar and George Froeschel
Based on characters created by Jan Struther
Directed by H. C. POTTER
Produced by SIDNEY FRANKLIN

NOV. 3

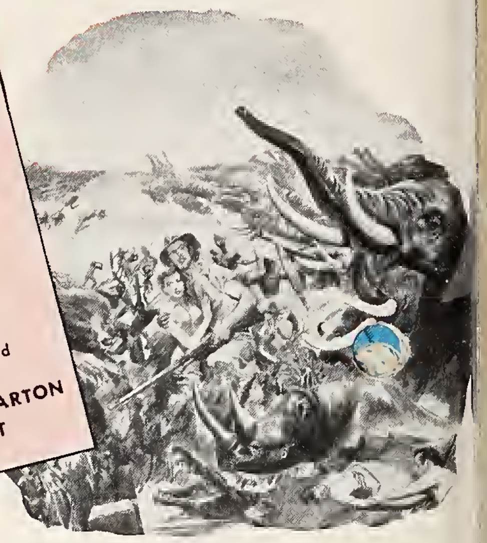
M-G-M Presents
"DIAL 1119"
MARSHALL THOMPSON
VIRGINIA FIELD · ANDREA KING
SAM LEVENE · LEON AMES
Screen Play by John Monks, Jr.
From a Story by
Hugh King and Don McGuire
Directed by GERALD MAYER
Produced by RICHARD GOLDSTONE

NOV. 10

M-G-M presents
JANE POWELL · RICARDO MONTALBAN
IN
"TWO WEEKS WITH LOVE"
CO-STARRING
LOUIS CALHERN · ANN HARDING
COLOR BY
TECHNICOLOR
Screen Play by
John Larkin and Dorothy Kingsley
Story by John Larkin
Directed by ROY ROWLAND
Produced by JACK CUMMINGS

NOV. 24

M-G-M Presents
"KING SOLOMON'S MINES"
STARRING
DEBORAH KERR
STEWART GRANGER
with
RICHARD CARLSON
COLOR BY
TECHNICOLOR
Screen Play by Helen Deutsch
Based on the Novel by H. Rider Haggard
Directed by
COMPTON BENNETT and ANDREW MARTON
Produced by SAM ZIMBALIST



DEC. 8

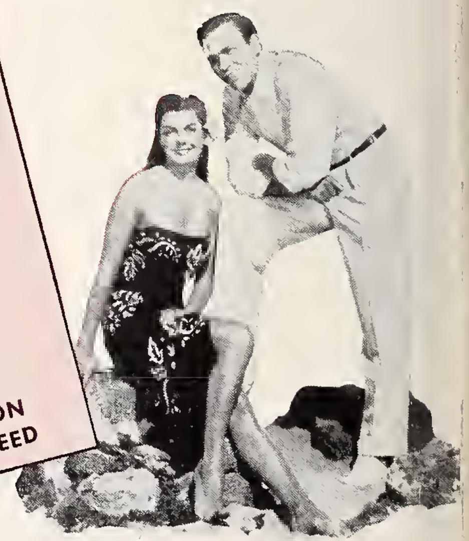
M-G-M Presents
RED SKELTON
ARLENE DAHL · ANN MILLER
IN
"WATCH THE BIRDIE"
LEON AMES · PAM BRITTON
RICHARD ROBER
Screen Play by
Ivan Tors, Devery Freeman and Harry Ruskin
Based on a Story by Marshall Neilan, Jr.
Directed by JACK DONOHUE
Produced by HARRY RUSKIN

DEC. 15

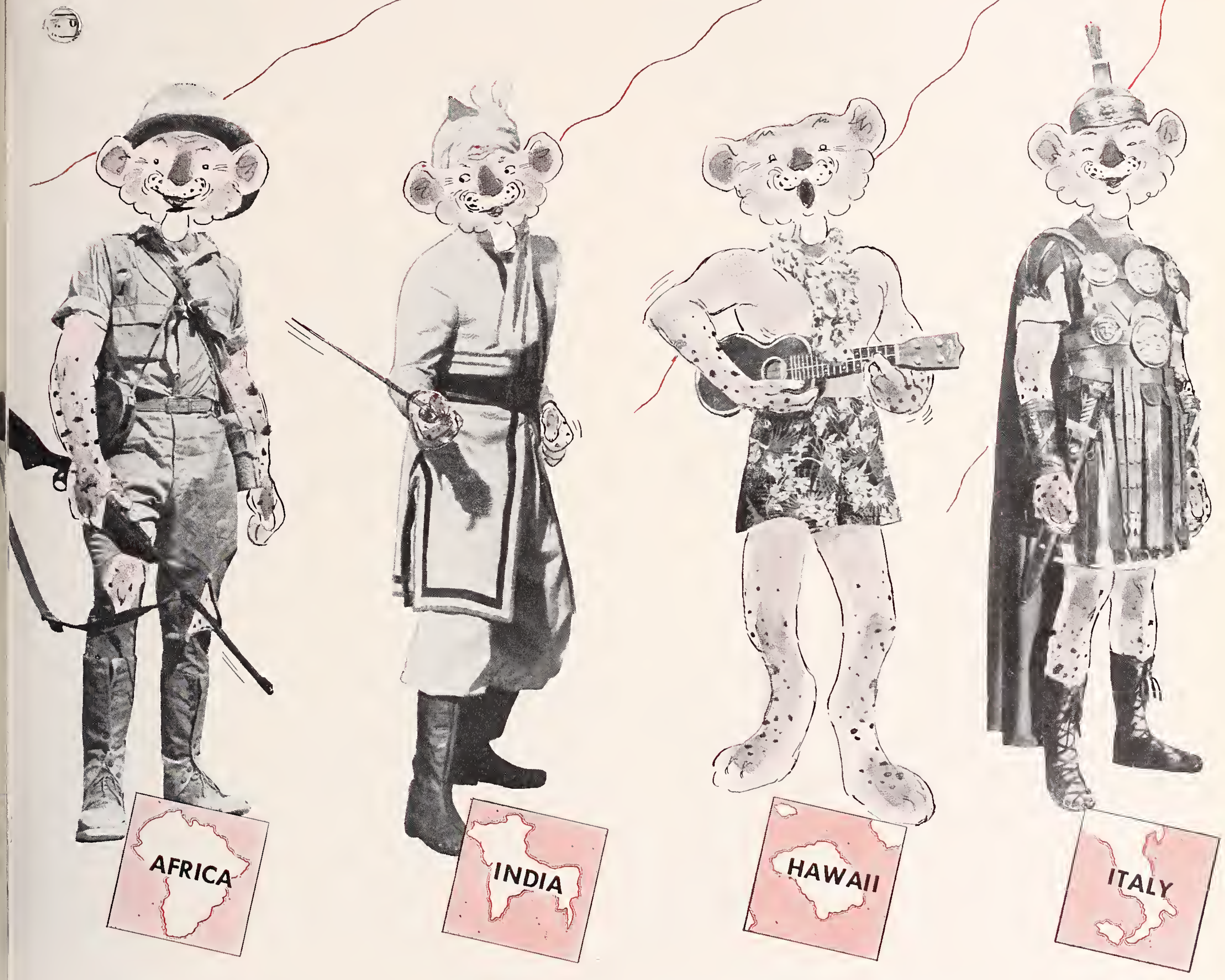
M-G-M Presents
"MRS. O'MALLEY AND MR. MALONE"
MARJORIE MAIN · JAMES WHITMORE
ANN DVORAK
PHYLLIS KIRK · CLINTON SUNDBERG · DOUGLAS FOWLEY
Screen Play by William Bowers
Based on a Story by
Craig Rice and Stuart Palmer
Directed by NORMAN TAUROG
Produced by WILLIAM H. WRIGHT

DEC. 29

M-G-M Presents
"PAGAN LOVE SONG"
STARRING
ESTHER WILLIAMS · HOWARD KEEL
COLOR BY
TECHNICOLOR
Screen Play by
Robert Nathan and Jerry Davis
Based on the Book "Tahiti Landfall"
by William S. Stone
Music by HARRY WARREN
Lyrics by ARTHUR FREED
Directed by ROBERT ALTON
Produced by ARTHUR FREED



THE SUN NEVER SETS ON LEO, THE M-G-M LION!



"KING SOLOMON'S MINES"

"KIM"

"PAGAN LOVE SONG"

"QUO VADIS"

The greatest of all! Not a current release but something to watch for in the future!

Spanning the world, M-G-M sends great companies to authentic locations abroad to bring to your screen Great Technicolor Attractions filmed in natural beauty and glory.

ONLY ONE COMPANY HAS SUCH BIG ONES!

(And more to come. Turn)→

JAN. 5

M-G-M Presents
VAN JOHNSON · KATHRYN GRAYSON
IN
"GROUNDS FOR MARRIAGE"
PAULA RAYMOND · BARRY SULLIVAN
Lewis STONE · Reginald OWEN
A ROBERT Z. LEONARD Production
Screen Play by Allen Rivkin and Laura Kerr
Story by Samuel Marx
Directed by ROBERT Z. LEONARD
Produced by SAMUEL MARX

JAN. 12

M-G-M Presents
RUDYARD KIPLING'S
"KIM"
STARRING
ERROL FLYNN
with
DEAN STOCKWELL
PAUL LUKAS · ROBERT DOUGLAS
THOMAS GOMEZ · CECIL KELLAWAY
ARNOLD MOSS · LAURETTE LUEZ
COLOR BY
TECHNICOLOR
Screen Play by
Leon Gordon, Helen Deutsch and Richard Schayer
Directed by VICTOR SAVILLE
Produced by LEON GORDON

JAN. 26

M-G-M Presents
"THE MAGNIFICENT YANKEE"
STARRING
LOUIS CALHERN
ANN HARDING
Written by Emmet Lavery
Based on his Play produced by
Arthur Hopkins
Directed by JOHN STURGES
Produced by ARMAND DEUTSCH

FEB. 9

M-G-M Presents
JANE WYMAN
VAN JOHNSON
HOWARD KEEL
BARRY SULLIVAN
in
"THREE GUYS NAMED MIKE"
Screen Play by Sidney Sheldon
Story by Ruth Brooks Flippen
From Suggestions Made by Ethel "Pug" Wells
Directed by CHARLES WALTERS
Produced by ARMAND DEUTSCH

FEB. 16

M-G-M Presents
BURT LANCASTER
IN
"VENGEANCE VALLEY"
CO-STARRING
ROBERT WALKER
JOANNE DRU
SALLY FORREST
with JOHN IRELAND
RAY COLLINS
COLOR BY
TECHNICOLOR
Screen Play by Irving Ravetch
Based on a Novel by Luke Short
Directed by RICHARD THORPE
Produced by NICHOLAS NAYFACK

FEB. 23

M-G-M Presents
LORETTA YOUNG
IN
"CAUSE FOR ALARM!"
BARRY SULLIVAN · BRUCE COWLING
MARGALO GILLMORE
Screen Play by
Mel Dinelli and Tom Lewis
Story by Larry Marcus
Directed by TAY GARNETT
Produced by TOM LEWIS

MARCH 2

M-G-M Presents
LANA TURNER · EZIO PINZA
IN
"MR. IMPERIUM"
MARJORIE MAIN · BARRY SULLIVAN
SIR CEDRIC HARDWICKE
KEENAN WYNN
COLOR BY
TECHNICOLOR
Screen Play by Edwin H. Knopf and Don Hartman
From the Play by Edwin H. Knopf
Directed by DON HARTMAN
Produced by EDWIN H. KNOPF

MARCH 16

M-G-M Presents
LASSIE
IN
"THE PAINTED HILLS"
COLOR BY
TECHNICOLOR
PAUL KELLY · BRUCE COWLING
GARY GRAY
Screen Play by True Boardman
Based on the Novel "Shep of the Painted Hills"
by Alexander Hull
Directed by HAROLD F. KRESS
Produced by CHESTER M. FRANKLIN

MARCH 23

M-G-M Presents
FRED · JANE
STAIRE · POWELL
IN
"ROYAL WEDDING"
CO-STARRING
PETER LAWFORD
SARAH · KEENAN
CHURCHILL · WYNN
with ALBERT SHARPE
COLOR BY
TECHNICOLOR
Story and Screen Play by Alan Jay Lerner
Music by BURTON LANE · Lyrics by ALAN JAY LERNER
Directed by STANLEY DONEN
Produced by ARTHUR FREED

APRIL 13

M-G-M Presents
"THE RED BADGE OF COURAGE"
STARRING
AUDIE MURPHY
BILL MAULDIN
A JOHN HUSTON PRODUCTION
Based on the novel by Stephen Crane
Directed by JOHN HUSTON
Produced by
GOTTFRIED REINHARDT

APRIL 20

M-G-M Presents
CLARK GABLE in
"ACROSS THE WIDE MISSOURI"
Co-starring
RICARDO MONTALBAN
JOHN HODIAK
JAMES WHITMORE
with
Adolphe MENJOU · J. Carrol NAISH · Jack HOLT
AND INTRODUCING
MARÍA ELENA MARQUÉS
COLOR BY TECHNICOLOR
Screen Play by Talbot Jennings
Story by Talbot Jennings and Frank Cavett
Directed by WILLIAM A. WELLMAN
Produced by ROBERT SISK

APRIL 27

M-G-M Presents
"INSIDE STRAIGHT"
STARRING
DAVID BRIAN
ARLENE DAHL
BARRY SULLIVAN
MERCEDES McCAMBRIDGE
PAULA RAYMOND
LON CHANEY
Directed by GERALD MAYER
Produced by RICHARD GOLDSTONE

AND THEN SOME!

THE GOOD NEWS COMPANY

EXTRA!

No let-up at M-G-M. Did you read the news of expanded production, 69 feature films now in preparation or final production stages, a few of them listed below. New stars being developed as never before. Big promotion plans behind great product.

"IT'S A BIG COUNTRY"
Ethel Barrymore, Gary Cooper, Nancy Davis, Ann Harding, Jean Hersholt, Van Johnson, Gene Kelly, Janet Leigh, Fredric March, George Murphy, William Powell, S. Z. Sakall, Lewis Stone, James Whitmore, Keenan Wynn

* * *

"CALLING BULLDOG DRUMMOND"
Walter Pidgeon, Margaret Leighton, Robert Beatty, Peggy Evans

* * *

"AN AMERICAN IN PARIS"
(*Technicolor*)
Gene Kelly, Leslie Caron, Georges Guetary, Nina Foch, Oscar Levant

* * *

"THE GREAT CARUSO" (*Technicolor*)
Mario Lanza, Ann Blythe, Dorothy Kirsten, Jarmila Novotna, Blanche Thebom, Teresa Celli

* * *

"GO FOR BROKE"
Van Johnson and Big Cast.

* * *

"TERESA"
Pier Angeli, John Ericson, Bill Mauldin

* * *

"EXCUSE MY DUST"
Red Skelton, Sally Forrest, Macdonald Carey

"SOLDIERS THREE"
Walter Pidgeon, Stewart Granger

* * *

"KIND LADY"
Ethel Barrymore, Maurice Evans

* * *

"SHOWBOAT" (*Technicolor*)
Kathryn Grayson, Howard Keel, Joe E. Brown

* * *

"FATHER'S LITTLE DIVIDEND"
Spencer Tracy, Elizabeth Taylor, Joan Bennett, Don Taylor, Billie Burke

* * *

"WELCOME TO PARIS"
Jane Powell, Vic Damone, Fernando Lamas

* * *

Now showing:
"STARS IN MY CROWN" and
"THE NEXT VOICE YOU HEAR . . ."

* * *

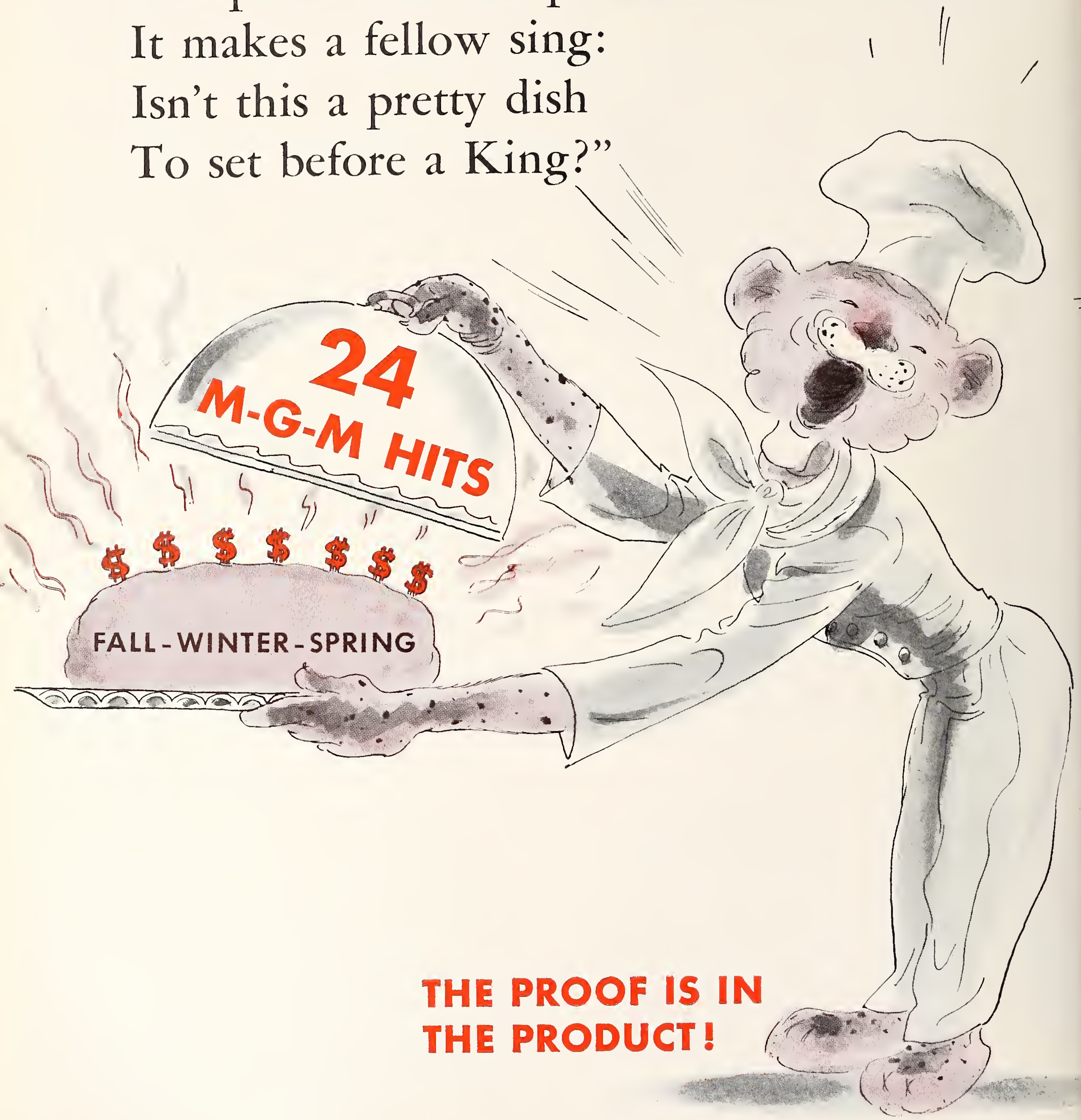
THE BIGGEST TO COME:
"QUO VADIS" (*Technicolor*)
Robert Taylor, Deborah Kerr, Leo Genn, Buddy Baer, Maria Berti, Patricia Laffan and Cast of Thousands.

* * * *

P.S. **— Don't forget our swell SHORT SUBJECTS:** M-G-M's Technicolor Cartoons including the Academy-Award Winning TOM & JERRY Series, PETE SMITH Specialties, FITZPATRICK'S "People On Parade" (Technicolor), GOLD MEDAL Reprint Cartoons (Technicolor) and M-G-M's live-wire NEWS OF THE DAY (*Twice Weekly*).

Something to sing about on the next page!

"Sing a song for showmen
From NOW till merry MAY
Four and twenty pictures
You'll be proud to play–
The proof is in the product
It makes a fellow sing:
Isn't this a pretty dish
To set before a King?"


24
M-G-M HITS
$ $ $ $ $ $ $
FALL-WINTER-SPRING

**THE PROOF IS IN
THE PRODUCT!**

PRINTED IN U.S.A.

Ohio Is Heading for 12 Video Stations

Columbus, O., Oct. 30.—Twelve medium-sized Ohio cities will get television stations if the Federal Communications Commission approves rearrangement of the 12 existing very high frequency channels and the allocation of [illegible] new channels in the ultra-high frequency band for commercial television. FCC is holding hearings on the proposed changes. Cities slated to get the TV outlets are: Chillicothe, Gallipolis, Lima, Mansfield, Marion, Newark, Portsmouth, Sandusky, Fre,-mont, Springfield, Steubenville and Zanesville.

To Retire Poli-N.E. Theatre Bonds

A notice of retirement of $228,300, exclusive of interest, first mortgage Poli-New England Theatres, Inc., bonds has been made public by H. J. Gertcher, Jr., vice-president of The New York Trust Co., corporate trustee.

The notice affects bonds due Nov. 15, 1958, issued as of Nov. 15, 1933, which had been drawn by lot for retirement on Nov. 27, 1950.

Those designated for retirement include bonds of $10,000 denomination, bearing the prefix letter "X," called for retirement in part, bonds of $500 denomination, bearing the prefix letter "D", called for retirement in full, bonds of $250 denomination, bearing the prefix "A", called for retirement in full, bonds of $100 denomination, bearing the prefix letter "C", and bonds of $50 denomination, bearing the prefix letter "L," both to be redeemed in full.

Retirement will be made at the principal office of the New York Trust Co., 100 Broadway.

In due course, the announcement said, bonds representing the unretired portion of the principal of the bonds of $10,000 denomination shall be executed by the company.

Philadelphia Buying Combination Elects

PHILADELPHIA, Oct. 30.—Sidney E. Samuelson was elected president of the Allied Motion Picture Theatre Service, Inc., at the organization's annual stockholders meeting here. The AMPTS now represents 55 theatres in its buying and booking service.

Other officers elected by the new board of directors included: Ben Fertel, vice-president, Albert M. Cohen, secretary, E. B. Gregory, financial secretary, Cecil Felt, treasurer, and E. Roy Sullender, assistant treasurer.

The new board includes: Martin B. Ellis, Felt, Fertel, Jack Greenberg, Gregory, Samuelson, Samuel Segal, Sullender, all of Philadelphia, and Rubin Shapiro, Havertown, William B. Snyder, Jr., New Oxford, and Lawrence A. Woodin, Wellsboro.

Open Chicago Branch

Hollywood Enterprises, Inc., commercial royalty representatives here for screen and television stars, has opened a Chicago branch.

Reviews

"Breakthrough"

(Warner Brothers)

A FIRST-RATE job of picture making has been done in "Breakthrough," the story of the invasion of Europe by American troops in World War II. It is an intense, relentless and realistic drama that captures all the sweat and grime of war in terms of individual human beings. It also has its lighter moments of humor and buffoonery.

General public reaction to another war story at this time is undetermined, but once the customers are brought in they are sure to leave thoroughly satisfied. "Breakthrough" has enough drama and explosive action to supply the needs of several films.

There is very little complexity to the story framework. Primarily it recounts the experiences of a set of officers and men involved in the final drive to victory. Among the more histrionically dominant roles are those of David Brian, the company commander who is hard as nails on the outside but unsure of himself inside; John Agar, a sensitive second lieutenant who was a high school teacher back home; and Frank Lovejoy, the top sergeant.

Dramtically highlighted are the preparations for action, the final arrival of D-Day, and the consequent fighting from beachhead, to hedgerows and on to towns and cities. Interspersed with this brisk and exciting action are the problems of the company and the men as well as their fears, hopes, plans and deaths.

Through the device of having a running commentary by the off-screen voice of Lovejoy, the drama is given a documentary flavor. This effect is heightened by the liberal use of newsreel clips of battle and invasion scenes.

Although there are no feminine roles of any sizable part, Suzanne Dalbert, in her brief appearance as a French girl, is quite striking and photogenic. Acting is superb in all departments. Others in the cast include William Campbell, Paul Picerni, Richard Monahan, Edward Norris, Dick Wesson, Matt Willis, Danny Arnold, Greg McClure and William Self.

There are notes in the screenplay by Bernard Girard and Ted Sherdeman that seem on the contrived side, but that is quite minor compared to its general effectiveness. Bryan Foy produced and Lewis Seiler directed, from the screenplay based on a story by Joseph I. Breen, Jr.

Running time, 91 minutes. General audience classification. Release date, Dec. 9.

MANDEL HERBSTMAN

"Never a Dull Moment"

(RKO Radio)

HARRIET PARSONS' latest production for RKO Radio is a family-type comedy that combines, with easy grace, the elements of broad slapstick and domestic humor, and delivers them in proportions that should generate maximum audience enthusiasm for the slight plot that unfolds.

The stars are Irene Dunne and Fred MacMurray, both of whom inject into the proceedings all the verve they can muster to make the title a justifiable one. That they succeed in this for the most part should bring credit also to director George Marshall and to the sprightly script by Lou Breslow and Doris Anderson.

The single situation on which "Never A Dull Moment" hangs its story has to do with the genteel Miss Dunne's transference from Fifth Avenue to a seamy Western ranch. This momentous change in her life comes when she marries more or less on the spur of the moment amiable rodeo performer MacMurray. Arriving at the ranch with her bridegroom in his puffing jalopy, Miss Dunne immediately undertakes to substitute as a mother to MacMurray's half-orphaned children and to take charge of the laborious household chores that go with the down-to-earth kind of ranching that MacMurray engages in. The laughs come not infrequently, particularly when the New York lady comes face-to-face with the rough-and-ready folks of the neighboring ranches, and when she finds herself riding a horse for the first time.

Put this one down as very good family entertainment. In the light of this, as well as the star values it offers, "Never A Dull Moment" appears destined to make a good mark at the box-office.

Miss Dunne is provided with opportunities to sing a few tunes, a couple of which have a Western flavor. Handling themselves nicely in supporting roles are William Demarest, Andy Devine, Gigi Perreau, Natalie Wood and Philip Ober.

Running time, 89 minutes. General audience classification. Release date, Nov. 4.

CHARLES L. FRANKE

"The Mulatto"

(Scalera Film S. A. Production)

A DISTINGUISHED vehicle for art and foreign-language theatres, "The Mulatto" takes its place among the unorthodox Italian-made films to reach the American market. The problem created by the breaking down of racial barriers in Italy during the last war is handled with the stark realism characteristic of most Italian imports. An almost completely non-professional cast, the exception being Umberto Spadaro, turns in believable, sensitive performances, under the direction of Francesco De Robertis, who also wrote the story.

The title character is Angelo, a four-year-old illegitimate son of a Negro "GI," and Renato Baldini's wife, who died in childbirth. When Baldini returns home from prison he goes to the orphanage to pick up his son and is confronted with the colored boy whom he first despises and almost murders, but later learns to love. At the end of the picture, the brother of the child's father comes to take Angelo to his home in America. The boy is tenderly and sympathetically presented, adding a human touch to the otherwise harsh tale. The dialogue is in Italian with English dubbed titles.

Running time, 97 minutes. Adult audience classification. Release date, not set.

Will Hear Building Appeals: Golden

Washington, Oct. 30.—Nathan D. Golden, Commerce Department film chief, whose office will have a large role in administering details and hearing appeals under the theatre building ban, said he did not think it would "hurt the industry."

Pointing out the control was similar to that in World War II, Golden said he did not see the need for any great expansion in the number of theatres at this time, anyhow. In exceptional cases, he said, where a defense plant has sprung up and further recreational facilities are justified, h's Department will probably grant appeals.

Golden emphasized that studio construction work is completely exempt, and that regular commercial building, including new film exchanges or offices, is also free from control for the time being.

British Set Import Deal with Italy

LONDON, Oct. 30.—Representatives of British and Italian film producers, following conferences in Rome two weeks ago,. have prepared a draft agreement providing for the admission to Italy of three British pictures, free of the "forced loan duty," for every Italian film dubbed and released in this country.

The agreement is subject to confirmation by the British Film Producers Association and the Italian authorities, but it is considered certain to go through.

The "forced loan duty" on British films is 2,500,000 lire per picture. At the present rate of exchange British producers would save £4,000 ($11,200) on the Italian screening of three pictures. Last year 22 British films were dubbed and distributed in Italy.

First Italian film coming here under the new agreement is "Bitter Rice," now on offer to exhibitors.

Change in Sunday Show Laws Is Sought

LONDON, Oct. 30.—An initial effort to get the government to abolish the charity levy under which theatres here are permitted to give Sunday performances has been made by Tom O'Brien, head of the National Association of Theatrical and Kine Employes, and Member of Parliament.

O'Brien and a union delegation met with Home Secretary Chuter Ede, who promised them full consideration of the practicability of introducing amending legislation. He warned, however, that other groups would seek relief also if action is taken and that considerable opposition could be expected from charities now benefiting from the levy.

UJA Show Nov. 20

The United Jewish Appeal's all-star benefit show, "The Night of Stars," will present its 17th annual edition at Madison Square Garden here on Nov. 20.

National Pre-Selling

A NATIONAL tie-up with Lever Brothers results in a free full-page advertisement to Twentieth Century-Fox's "I'll Get By" in 11 leading magazines having an estimated readership of over 50,000,000.

Fully two-thirds of the copy, which "plugs" Lux soap, consists of a picture of William Lundigan and June Haver as they are seen in the film. Magazines in which the ad will appear include the November issues of *American Weekly, Woman's Home Companion, McCalls, Redbook, Seventeen, Modern Screen, Screen Stories, Movie Story, True Confessions, Motion Picture* and *Modern Romances.*

•

A tieup for the exclusive use of Paramount stars in a series of holiday campaigns to be introduced by the American Greeting Publishers, Inc., is set. The promotion will be launched with the distribution of 45,000 posters featuring Betty Hutton in stores selling greeting cards and the placing of magazine and newspaper art, plus a by-line article by Mona Freeman on "How To Wrap a Christmas Gift."

•

A National contest, with local jewelers cooperating in key situations all over the country, has been set for "King Solomon's Mines" in the program of promotion arranged by Dan S. Terrell, head of M-G-M's exploitation department. A $5,000 Keepsake diamond ring, a $3,000 ring and a $1,000 ring are top prizes for best letters submitted. Local contests for sponsored prizes will build up the number of entries in the national contest, which will be selected in New York.

•

Twelve big city Sunday newspapers with a combined circulation of 6,804,766 recently carried front-page stories and two-page picture layouts, supplied by the Hearst Pre-Date Service on Gloria Swanson and "Sunset Boulevard." The newspapers were the *Los Angeles Examiner, San Francisco Examiner, Baltimore News-Post, San Antonio Light, Boston Sunday Advertiser, Milwaukee Sentinel, Detroit Times, Chicago Herald-American, Seattle Post-Intclligencer, Pittsburgh Sun-Telegraph, New York American* and *Albany Times-Union.*

•

***Look Magazine*, currently on the newsstands, carries a four-page layout of pictures and story of Linda Darnell, tying in with her past, present and early future film releases. The piece is a compliment to the star and to the production of her most recent film, "The Scarlet Pen," made partly in Montreal.**

•

An all-time area saturation record has been established by 20th Century-Fox in the booking of "Two Flags West" throughout the South, with the film getting more than 4,000 playdates in over 400 theatres in the first two weeks of release. The saturation engagements in 11 Southern states coincide with a mass promotion effort effected with important key-city newspapers and radio stations in an all-out campaign calculated to support and benefit the subsequent-run situations which will participate or follow.

—WALTER BROOKS

Pinanski Heads TOA Again

(*Continued from page* 1)

of Denver for TOA's top post.

But Gamble failed to put over his candidate, who also was the "favorite son" advanced by Charles P. Skouras of Los Angeles. Opposition from various quarters was too much.

Wolfson Is Chairman

The resolutions of the early morning session, however, were resolved harmoniously this morning making it possible for Gael Sullivan, TOA's executive director, to announce the slate placed in nomination by a committee headed by Robert B. Wilby of Atlanta had been approved uanimously by the board of directors. Since the board elects the officers under TOA's constitution, whatever issues had developed over the new lineup for the next year automatically disappeared.

Mitchell Wolfson of Miami will be the new chairman of the board, succeeding Arthur H. Lockwood of Boston and thereby breaking up the New England alignment on this post and the presidency to which many TOA leaders elsewhere throughout the country had objected. Wolfson was a former national vice-president.

Blank a Vice-President

Myron Blank of Des Moines will succeed Wolfson as one of the national vice-presidents. His running mate at that level will be Sherrill Corwin of Los Angeles, who was re-elected. Russell Hardwick of Clovis, N. M., will be secretary, succeeding Edward G. Zorn of Pontiac, Ill. James J. O'Leary of Scranton, Pa., becomes treasurer, succeeding Skouras.

The excutive committee was increased by three and, while its new chairman will be appointed from the ranks on Thursday these were named: S. H. Fabian, New York; Robert Selig, Denver; Morris Loewenstein, Oklahoma City; Robert J. O'Donnell, Dallas; Albert M. Pickus, Stratford, Conn.; Robert B. Wilby, Atlanta; Walter Reade, Jr., New York; R. R. Livingston, Lincoln, Neb.; Max A. Connett, Newton, Miss.; H. H. Everett, Charlotte, N. C.; William F. Ruffin, Sr., Covington, Tenn.; Charles P. Skouras, Los Angeles; Arthur H. Lockwood, Boston; Morton G. Thalhimer, Richmond, Va., and Elmer C. Rhoden, Kansas City.

Replaced were Leonard H. Goldenson, New York; Nat Williams, Thomasville, Ga.; Robert W. Coyne, New York, and B. D. Cockrill, Denver.

Williams in New Post

Williams, however, was elected to a new post, that of co-chairman of the finance committee together with Goldenson. They replace Ben Strozier, Rock Hill, S. C., and Claude C. Mundo, Little Rock, Ark. Gael Sullivan again will function as executive director, Stanley Prenosil as his assistant and Herman M. Levy as general counsel. Aside from Selig other presidential prospects included Sherill Corwin, Los Angeles; Max Connett, Newton, Miss.; and Wilby, O'Donnell and Wolfson. For one reason or another, ranging from inability to find the necessary time away from their businesses or for purposes of effecting harmony, the slate gradually winnowed down until the decision for Pinanski became the obvious eventuality. Even this was not a pushover, for persuasion was required before Pinanski agreed to remain in office.

A "rump" movement designed to give the small exhibitor more voice in policy making leading to the presidential choice, apparently carried weight although this group was not pushing any favorite.

Their general position was something like this, "we'll support the man determined by the executive committee, but we'd like to be in on the show and not discover what gives when it is announced on the convention floor." Pivots in this group were Pickus, Connett, Hardwick, Livingston as well as Sam Kirby of Arkansas and Marlin Butler of New Mexico.

Rank-and-File Issue

Opposition to Selig revolved around the conviction of many TOA wheel horses that he was not known to the rank-and-file. While the anti-Selig group was willing to acknowledge he might make a first-class president, it felt the selection had to go to a man more widely known among the membership.

But the wings of the peace dove began to flap insistently this morning when all groups decided to proceed on a harmonious front. It even got around the hint of harmony which found Gamble seconding Pinanski's nomination.

Once the executive committee completed its sessions, the board was empowered to proceed. No information was divulged about the report of the treasurer. The possibility of a joint convention with TESMA and TEDA was discussed and a committee composed of Fabian, Reade, Sullivan and Charles L. Lewis as "member emeritus" named to investigate. This committee will report back to the executive committee but, as Sullivan explained it, TOA's decision which in part hinges on sites and time of the year, probably will be deferred to the mid-winter meeting of TOA's board of directors.

National Legislation

Because of decisions as to policy the report on national legislation by A. Julian Brylawski, Washington, was held over and a special committee named to evaluate it for submission to the directors when they meet Thursday. Its members are Skouras, Gamble, Fabian, Pinanski, Wolfson and Sullivan.

The following chairmen were named to various standing committees: Theatre television, Wolfson; drive-in theatres, Claude Ezell; 16 mm. film, Myron Blank; national legislation, Brylawski; state and local legislation, Morris Loewenstein; concessions Alfred E. Starr; public relations, Earl J. Hudson; organization and membership, Fabian, who will serve only during the convention and will be replaced subsequent thereto; distributor-exhibitor relations, Reade, Jr.; legal advisory counsel, Herman Levy; theatre equipment and accessories, R. H. McCullough, film reviewing committee, Wilby. Work of the theatre maintenance and operation committee, formerly assigned to E. D. Martin, will be assumed by McCullough.

700 at Luncheon

Seven hundred attended today's luncheon sponsored by Warners, for which Mort Blumenstock was accorded the official appreciation of the convention. Peggy Dow, Universal player appearing in "Harvey" which was screened tonight, was introduced. O'Donnell presided.

(*Continued to page* 17)

Grainger Spurs Bow Of 'Rio Grande'

DALLAS, Oct. 30.—James R. Grainger, Republic executive vice-president in charge of sales and distribution, arrived here today en route to San Antonio for the world premiere of John Ford's "Rio Grande" at the Interstate Majestic Theatre on Wednesday.

Para. Releases Brackett

HOLLYWOOD, Oct. 30. — Charles Brackett over the weekend obtained a release from his Paramount contract in what studio head Y. Frank Freeman described as an amicable understanding. The exact date of his departure from the lot is indefinite due to his obligation to complete a script.

Bee Offiner, 34

Bee Offiner, 34, motion picture editor of the Akron *Beacon Journal,* died Friday. Miss Offiner wrote under the name of Peggy Starr.

Wilson Resigns Top Republic Studio Post

Hollywood, Oct. 30.—Herbert J. Yates, Republic president, today announced the resignation of Allen Wilson as vice-president in charge of studio operations. He had been associated with Yates for the past 20 years. Wilson will take a year's rest before making other affiliations. No successor has been named as yet.

Pinanski Seeks 'Art' Talent for Theatres

Houston, Oct. 30.—Sam Pinanski is developing a plan to bring the best plays and talent of the legitimate stage as well as concert artists to motion picture theatres as a means of broadening the horizons of exhibition and circumventing television inroads. Eventually he proposes filming such attractions for general exhibition. Pinanski does not intend turning producer, but is trying to interest stage producers and other talent in accepting motion picture theatre bookings on a "live" basis first.

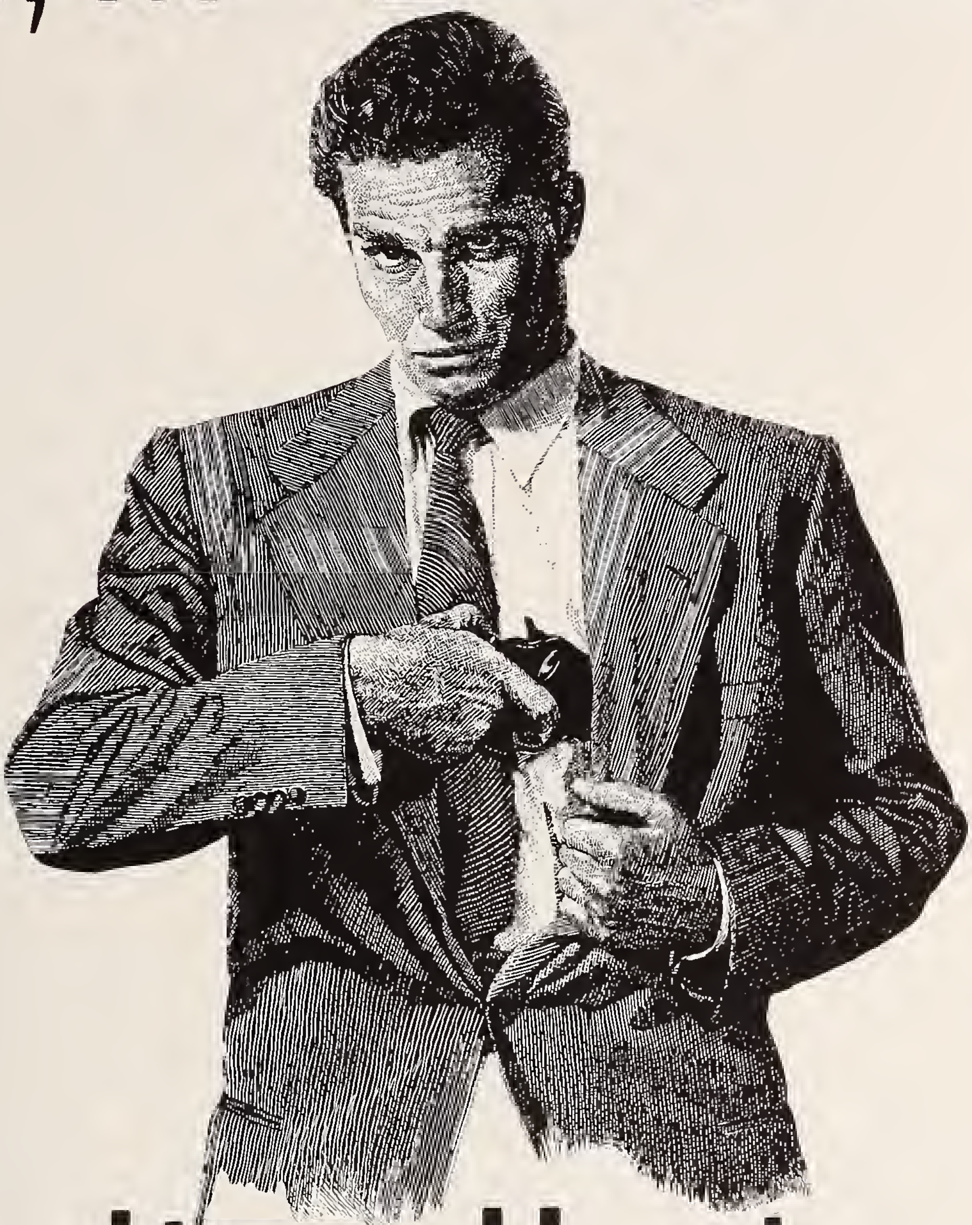
TOA Equipment

(*Continued from page* 1)

exhibitors might well deem it the solution to the pertinent television problem.

Gael Sullivan, executive director of the Theatre Owners of America, complimented R. J. O'Donnell, general chairman, on the effectiveness of outlined program and predicted a highly successful meeting. J. J. Peary presided at the executive committee meeting Sunday night, attended by S. H. Fabian, Ted Gamble, Robert Livingston, Robert Wilby, Max Connett, B. D. Cockrill and William Ruffin.

Hail, Mr. Excitement!...



Charlton Heston

Is Acclaimed New Boxoffice Star in

HAL WALLIS'

DARK CITY

— the current excitement from PARAMOUNT

"DARK CITY" • A Hal Wallis Production • Introducing Charlton Heston • And Starring Lizabeth Scott Viveca Lindfors • Dean Jagger • Don DeFore • Directed by William Dieterle • Screenplay by John Meredyth Lucas and Larry Marcus • Adaptation by Ketti Frings • From a Story by Larry Marcus

"Smoldering dynamite!" —*Movie Story*

"Big boxoffice!" —*Screenland*

"Most exciting find in five years." —*Film Daily*

"Will be a sensation with the women." —*Movieland*

"Combination of Marlon Brando and Clark Gable." —*Showmen's T. R.*

"Obviously the material from which stars are made." —*Baltimore Sun*

"Something to shout about!" —*Modern Screen*

"Heston's debut impressive." —*Variety*

"Femme fans will demand more of him." —*Boxoffice*

"Fills the romance bill." —*N. Y. Post*

"Goodlooking, big and powerful." —*N. Y. Daily News*

"Assertive magnetism!" —*N. Y. Times*

...and many more raves are pouring in from many other countrywide sources.

U. A. Stock

(*Continued from page 1*)

Heller, Chicago factor, and associates, will advance sufficient operating capital to U.A. to meet current requirements.

While it is also reported that Frank L. McNamee, UA president, may relinquish that post in consequence of the revision of the option, he will continue on the board of the company and will be active in its future affairs. McNutt is expected to continue as chairman of the board, and Max Kravetz as secretary.

McNutt undertook to have the option price reduced when an audit of UA's books reportedly revealed current valuation at considerably less than the $5,400,000 agreed upon originally, with the result that he and his associates had been unsuccessful in obtaining new financing for the company. The original option was exercisable up to the end of 1951. The revised one is reported to be a short term agreement.

Katz Made Bid

At the same time, it is reported here that Sam Katz made a second offer recently for UA, with the idea of establishing it as the distribution organization for his new partnership with Stanley Kramer. The offer, like the one Katz made last June, was rejected. It is said to have been considerably below the $3,000,000 price reportedly offered McNutt.

If correct, the reports would indicate that UA has overcome its more urgent financial troubles and now has a breathing spell in which it may be able to strengthen its sources of product supply.

United Artists officials in New York refused either to confirm or deny the Hollywood reports. Home office spokesmen said they had received no official word whatever of changes in the situation.

Mayer to Address Wisconsin Allied

MILWAUKEE, Oct. 30.—The convention of the Allied Independent Theatre Owners of Wisconsin swings into high gear tomorrow, with top guest speakers slated for the afternoon's business session and a group discussion on drive-ins.

Guest speakers include Arthur L. Mayer, executive vice-president of Council of Motion Picture Organizations; Trueman Rembusch, national Allied president, and Jack Kirsch, president of Allied Theatres of Illinois.

Registration at today's opening at the Schroeder Hotel was heavy. A board of directors meeting was held this afternoon, followed by a cocktail party, sponsored by the Vic Menhardt Co., RCA theatre supply dealer.

Ohio ITO Invites

(*Continued from page 1*)

ers of Ohio, to be held on Nov. 13-15 at the Netherland-Plaza, Cincinnati.

Horace Adams, Cleveland, and Mrs. Ethel Miles, Columbus, will be in charge of the clinic for drive-in theatres to be held on Tuesday, Nov. 14. F. W. Huss, Cincinnati, and Leo T. Jones, Upper Sandusky, will be in charge of a similar meeting for indoor theatres at the same time. On Nov. 14 the first general business session will also be held.

Many New Service Features In 1950-51 M.P. Almanac

Now in circulation this week is the 1950-51, 22nd edition of the International Motion Picture Almanac, issued annually by Quigley Publications in New York and considered one of the industry's most important digests.

Martin Quigley, in a foreword to the new edition, says the Almanac is being issued "at a time of critical change and readjustment in the structure and functions of the world industry of motion pictures—a time when correct data and information are vitally needed so that true courses may be plotted for the journeys ahead. This volume," he added, "continues the Almanac's 22 years of dedication to the service of the motion picture industry."

The Almanac's 850-odd pages are, as usual, hard bound in the traditional colors of orange and black. Included among its many features are the biographies and vital statistics of some 11,000 industry personnel—performers, directors, producers, and other key members of the business. This year, for the first time, the volume is thumb-indexed so that the main sections may be found at a glance.

The volume's opening pages contain an article on "The State of the Art and the Industry, at mid-year and mid-century in 1950"; general industry statistics of production, exhibition and distribution throughout the world; and a list of the "outstanding 100 motion pictures down through the years."

Most of the first 300 pages are taken up with the biographies, after which comes a full listing of various corporations, their addresses and executives; theatre circuits, giving a complete breakdown of all the theatres in each circuit, and executives; drive-in theatres; pictures, with details of releases between 1944 and 1950, 1949-50 features by companies, foreign film imports, the history of the "Oscar" Academy Award, and poll and award winners; film organizations; codes and censorship; the Government's anti-trust case history; the world market; the British industry; the press; non-theatrical motion pictures; and a section on television and radio.

The drive-in list, complete as of the present season, and a list of television film producers and distributors, are brand new sections this year, along with many other sections.

New York Grosses

(*Continued from page 1*)

the only bright spots in the present Broadway business scene. They are "All About Eve," which, together with a stage presentation, stands to bring the Roxy a splendid $105,000 for a third week, and "Trio" at the Sutton whose third stanza is due to register a very healthy $15,200.

"The Miniver Story" opened to only fair business at Radio City Music Hall, with approximately $119,000 indicated for the initial week.

A fairly good $55,000 is estimated for the first week of "To Please A Lady" and accompanying stage bill topped by Billy Daniels at the Capitol.

At the Mayfair, "Louisa" got off to a slow start, with the first week seen bringing only $17,500.

"Dark City," plus a stage show headed by Janis Page, is due for a middling second and final week at the Paramount, with $50,000 estimated. "I'll Get By" will take over at the house tomorrow.

A mediocre second and final week is indicated for "Three Secrets" and a stage bill topped by Ella Logan and Gil Lamb at the Strand, with some $30,000 estimated. On Friday, "Rocky Mountain" will open at the house.

Modest returns still are in order for "Walk Softly, Stranger" at the Globe where the third week's take is expected to be $10,500.

Another sharp drop has been taken by "Two Flags West," which is due to gross approximately $13,000 in the third week at the Rivoli, following the second week's $24,000.

The 10-day tenancy of "Wyoming Mail" at the Criterion will bring an estimated $20,000, which is satisfactory. "Deported" will take over at the house tomorrow.

"The Red Shoes" is good for a 106th week's figure of $6,500, which is gratifying business.

At the Victoria, "State Secret" will do a modest $14,500 in a fourth week, while at the Astor the 13th week of "Edge of Doom" is a mild one, with only $9,500 looked for.

Royal Family

(*Continued from page 1*)

terming it the finest Hollywood film ever made outside of Hollywood. Critics termed it the perfect picture to set before a Queen.

Proceeds of the show, estimated in excess of £26,000 ($72,800), go as usual to the Trade's Benevolent Fund. The total is expected to be boosted by another $40,000 through repeat performances tomorrow in Glasgow and Cardiff.

Irene Dunne and juvenile Andrew Ray, stars of "The Mudlark," headed a stage show produced by Nat Karson, which followed the screening at the Empire.

New York film critics, guests of 20th-Fox for the affair, will record their impressions of the picture in company with three of their London colleagues for the British Broadcasting Corp. tomorrow. Later in the day they will leave for Paris and emplane from there for New York.

Must Show Books

(*Continued from page 1*)

Layton and Ritz in Layton, Gem in Panguitch, Roy in Roy, Draper in Draper, and the Country Club in South Ogden, all in Utah.

VanCott, Bagley, Cornwall and McCarthy are attorneys for each plaintiff distributor and Sargoy and Stein of New York are the counsel.

Court TV Hearing

(*Continued from page 1*)

was announced here this morning by Federal Judge Phillip L. Sullivan.

The panel, consisting of Judges Sullivan, Major and Labuy, will hear the case on Nov. 14.

At today's session, CBS was granted the right to intervene in the suit as co-defendant with the FCC. The Pilot Radio Corp. of Chicago asked to intervene on the side of the plaintiffs, Radio Corporation of America, RCA Victor, and NBC.

Kramer Firm

(*Continued from page 1*)

of personal production activity for Kramer, the producer said, but he reminded that under his contract with UA, which calls for one more picture, his final film for that company's release must carry his personal imprimatur. Kramer's duties under the new set-up will encompass the [illegible]ing down of formulas, checking costs, budgets and general supervision. Katz, board chairman of the new firm, will play an active role in financing, distribution and exhibitor relations, Kramer said.

Financing Is Set

The extent to which the company will grow and the precise form it will take as a distribution agency will not be known for some time, Kramer said. He pointed out, however, that with $15,000,000 financing already established through banks and under the ægis of Coast businessman Bruce Church, the Kramer company's production program "is pulling the distribution cart." In other words, Kramer believes that with approximately 12 pictures set for the new firm's first year, there will be no difficulty whatever in securing distribution through companies like Columbia and 20th Century-Fox, for in his opinion if a producer has the pictures he can find a distributor to handle them.

Meanwhile, however, it may come to pass that the Stanley Kramer Distributing Corp., which was set up to handle the roadshowing of Kramer's "Cyrano," with George J. Schaefer as president, will grow in size and facilities to the extent where it alone will handle the new organization's product output, it was indicated by Kramer. National economic conditions may be a factor in determining this, he added.

To Add Producers

The new producing company will have perhaps two or three producers as members of the firm, and will make some releasing deals with other producers, said Kramer. He could not say what the first picture will be under the new set-up, but indicated he has five properties which he is "throwing into the pot."

Manpower in the form of creative talent is the "problem" now facing the new company, whereas financing is no problem whatever, the producer declared. He is confident, however, that "people who fit into the general pattern" of Kramer's past efforts will be recruited. Because the company has no studio overhead, Kramer feels it can make a picture for $900,000 which would cost a major $2,000,000. But he cited these figures purely to illustrate the budgetary motif which will be followed. Pictures will be made at such Coast studios as Motion Picture Center, General Service or California Studios, he indicated.

'Brave' His Best

Kramer regards "Home of the Brave" as his "most successful" picture. Schaefer, who was present at the interview with Kramer, reported in passing that that film and "Champion" have grossed $5,000,000 worldwide, with $2,000,000 coming to each from domestic distribution. Schaefer is distribution chief of the new company.

Kramer has no players set for forthcoming pictures, and "will cast them as the pictures come up." This has been his policy in the past.

AIR EDITION TERMED "GREAT SERVICE"

DORE SCHARY
Vice-President in Charge of Production
M-G-M Pictures
Culver City, Calif.

"[illegible] a wonderful job of newspaper work and can perform a real service in letting people throughout the industry know what goes on 'Today'."

MARTIN J. MULLIN
President
New England Theatres, Inc.
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". . . We, in this company, appreciate the forward step your paper has taken to get the news of the industry into the field just that much faster. You are to be commended for this move."

GEORGE BOWSER
General Manager
Fox West Coast Theatres Corp.
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"The AIR MAIL EDITION of MOTION PICTURE DAILY is an innovation attained to the mounting tempo of our industry."

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"We congratulate you on this forward step."

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Director of World Sales
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"News is as valuable as it is timely and the step you have taken will help all of us in receiving information at the earliest possible moment. My very best wishes for success. . . ."

PAUL LEVI
Director of Publicity
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"A new chapter in motion picture trade paper history."

TOM CONNORS
Tom Connors Associates, Inc.
New York, N. Y.

"It is a constructive step in industry communication and will prove an invaluable service to everyone in the motion picture industry."

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Director of Studio Publicity
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"MOTION PICTURE DAILY and you [Martin Quigley] as publisher are deserving of high praise. . . . I am sure it will be read with interest by the news-minded people of Hollywood."

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Advertising Manager
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Milwaukee, Wis.

"Very newsy. More timely. It provides very good showmanship."

ALEX EVELOVE
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Burbank, Calif.

"It was good to find the October 10th issue of Motion Picture Daily on my desk when I arrived at the studio this morning. Congratulations on this new undertaking of spreading 'Today's News Today'. It is definitely a step forward".

HENDERSON M. RICHEY
Director of Exhibitor Relations
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New York, N. Y.

". . . The AIR MAIL EDITION is going to fulfill a long-needed service to many important people. . . . We, who are located in New York, know how valuable it is to be able to grab the Daily the first thing in the morning and find out what has happened in this fast-moving industry, and the extension of this same service to the field will aid the more important segment of our vast industry to read the news while it is news. . . ."

LEON J. BAMBERGER
Sales Promotion Manager
RKO Radio Pictures, Inc.
New York, N. Y.

"This is indeed a new concept of motion picture industry journalism that you have inaugurated . . . I am sure that exhibitors, distributors and producers everywhere will welcome having "Today's News Today" and will laud Quigley Publications for this progressive innovation in serving them".

JERRY CROWLEY
Lockwood and Gordon Enterprises, Inc.
Boston, Mass.

"Very good. Excellent idea."

BEN H. GRIMM
Advertising Manager,
RKO Radio Pictures, Inc.
New York, N. Y.

"Good luck to the new enterprise".

JOCK LAWRENCE
Director of Advertising, Publicity
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"I think it is wonderful to see something new in our business, particularly with such enthusiasm."

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"The postman won't have to ring—we'll be grabbing the AIR MAIL EDITION out of his hands".

NORMAN SIEGEL
Director of Studio Publicity
Paramount Pictures Corp.
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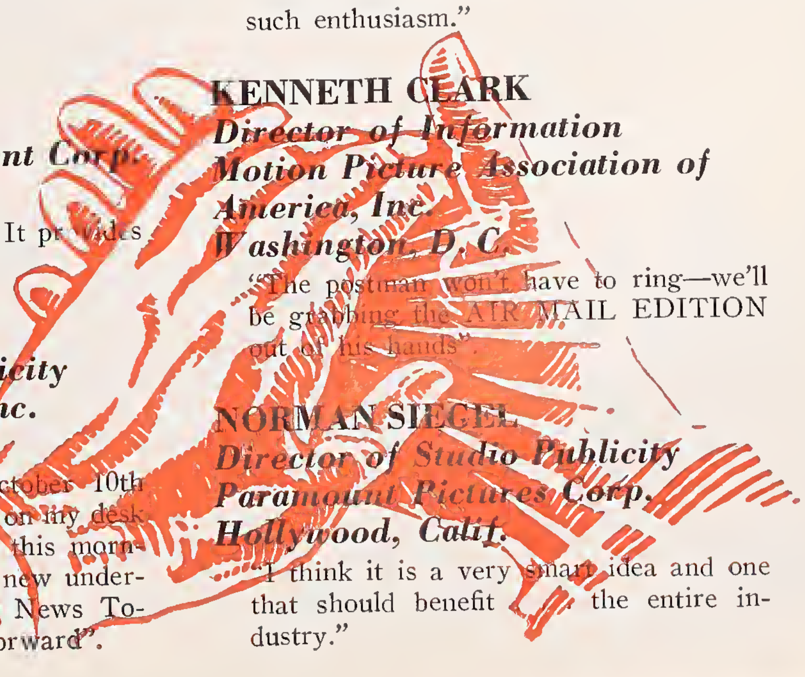
"I think it is a very smart idea and one that should benefit the entire industry."



MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Sept. 17	(Sept. Releases) THE PETTY GIRL (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50)	PAPER GALLOWS Dermott Walsh D	DEVIL'S DOORWAY Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)	LAW OF THE PANHANDLE Johnny Mack Brown O—55 min.				(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)		(Sept. Releases) SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix O—77 min. (Rev. 8/28/50)	PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	I SHOT BILLY THE KID Don Barry O—57 min. (Release: Sept.) (Rev. 8/2/50)
Sept. 24	WHEN YOU'RE SMILING Jerome Courtland Lola Albright M—75 min. (Rev. 8/25/50)			BOMBA AND THE HIDDEN CITY Johnny Sheffield D—71 min.	(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)	PRISONERS IN PETTICOATS Valentine Perkins Robert Rockwell D—60 min. (Rev. 9/18/50)	EDGE OF DOOM Dana Andrews Farley Granger D—99 min. (Rev. 8/3/50)	MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50)	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)			
Oct. 1	INDIAN TERRITORY Gene Autry Gail Davis O—70 min. (Rev. 9/7/50) ACROSS THE BADLANDS Charles Starrett O—55 min. (Rev. 9/15/50)	ONE MINUTE TO TWELVE D—90 min.	TOAST OF NEW ORLEANS (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)		UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)	REDWOOD FOREST TRAIL Rex Allen O—67 min. (Rev. 9/18/50)		PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)		SHAKEDOWN Howard Duff Brian Donlevy Peggy Dow D—80 min. (Rev. 8/23/50)	THE BREAKING POINT John Garfield Patricia Neal D—97 min. (Rev. 9/11/50)	TRAIN TO TOMBSTONE Don Barry O—56 min. (Release: Aug.) (Rev. 9/7/50)
Oct. 8	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)	SO LONG AT THE FAIR Jean Simmons D	RIGHT CROSS June Allyson Dick Powell D—90 min. (Rev. 8/16/50)	CHEROKEE UPRISING Whip Wilson O		SUNSET IN THE WEST (Color) Roy Rogers O—67 min. (Rev. 9/27/50)	OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	FAREWELL TO YESTERDAY (Documentary) 90 min. (Rev. 9/12/50)		THE SLEEPING CITY Richard Conte Coleen Gray D—85 min. (Rev. 9/6/50)		RETURN OF JESSE JAMES John Ireland D—75 min. (Release: 9/8/50) (Rev. 8/31/50)
Oct. 15	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie D—79 min. (Rev. 10/13/50)	THE SECOND FACE Ella Raines D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D—91 min. (Rev. 10/4/50)	MODERN MARRIAGE R. Hadley D—66 min. (Rev. 4/6/50)	(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	HIT PARADE OF 1951 John Carroll Marie McDonald MC-85 min. (Rev. 10/20/50)	WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50)	SECOND WOMAN Robert Young D	(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)	THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	
Oct. 22	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50)	KANGAROO KID Jack O'Mahoney D—73 min.	THE MINIVER STORY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)	RUSTLERS ON HORSEBACK Allan Lane O MACBETH Orson Welles D—107 min. (Rev. 10/8/48)		MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50)		WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)		BORDER RANGERS Don Barry O—57 min. (Release: 10/6/50) (Rev. 10/10/50)
Oct. 29	BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50) RAIDERS OF TOMAHAWK CREEK Charles Starrett O	TWO LOST WORLDS D—90 min. PREHISTORIC WOMEN Laurette Luez Allan Nixon D BORDER OUTLAWS Spade Cooley O	DIAL 1119 Marshall Thompson Virginia Field D—75 min. (Rev. 9/28/50)	BLUES BUSTERS Leo Gorcey D—64 min.	CASSINO TO KOREA (Documentary—58 min.) (Rev. 9/26/50)		WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) JOAN OF ARC Ingrid Bergman Jose Ferrer D-145 min. (Rev. 10/20/48)	NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50)		WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D—77 min. (Rev. 10/4/50)	GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	HOLIDAY RHYTHM All-Star Cast Two versions, M—60 min. and 70 min. (Rev. 10/3/50) (Release 10/13/50)
Nov. 5	(Nov. Releases) HARRIET CRAIG Joan Crawford Wendell Corey D—94 min. (Rev. 10/27/50)	SUN SETS AT DAWN Sally Parr D—71 min.	THE NEXT VOICE YOU HEAR James Whitmore Nancy Davis D—83 min. (Rev. 6/7/50)	JOE PALOOKA IN THE SQUARED CIRCLE Joe Kirkwood D			MAD WEDNESDAY Harold Lloyd Frances Ramsden C—89 min. (Rev. 2/18/47)	I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)				
Nov. 12	EMERGENCY WEDDING Larry Parks Barbara Hale C-D—78 min. PIGMY ISLAND Johnny Weismuller O	THEY WERE NOT DIVIDED Edward Underdown Ralph Clanton D	TWO WEEKS—WITH LOVE (Color) Jane Powell Ricardo Montalban MD—92 min. (Rev. 10/11/50)	(ALLIED ARTISTS) SOUTHSIDE 1-1000 Don DeFore Andrea King D—73 min. (Rev. 10/13/50)	(Nov. Releases) TRIPOLI (Color) Maureen O'Hara John Payne D—95 min. (Rev. 10/6/50)	RIO GRANDE John Wayne Maureen O'Hara O—105 min. NORTH OF THE GREAT DIVIDE (Color) Roy Rogers O-67 min.	STORY OF A DIVORCE Bette Davis Barry Sullivan D	(Nov. Releases) ALL ABOUT EVE Bette Davis Anne Baxter C-D—138 min. (Rev. 9/13/50)	THREE HUSBANDS Eve Arden Emlyn Williams D	(Nov. Releases) THE MILKMAN Donald O'Connor Jimmy Durante C—87 min. (Rev. 10/10/50)	ROCKY MOUNTAIN Errol Flynn Patrice Wymore O—83 min. (Rev. 10/3/50)	
Nov. 19	THE BLAZING SUN Gene Autry O—70 min. THE TEXAN MEETS CALAMITY JANE (Color) O—71 min. (Rev. 10/18/50)	ROGUE RIVER Rory Calhoun D MR. UNIVERSE Jack Carson Janis Paige D			LET'S DANCE (Color) Betty Hutton Fred Astaire M—112 min. (Rev. 8/11/50)	UNDER MEXICALI STARS Rex Allen O—67 min.	NEVER A DULL MOMENT Irene Dunne Fred MacMurray C—89 min.	THE JACKPOT James Stewart Barbara Hale C—85 min. (Rev. 10/2/50)		DEPORTED Marta Toren Jeff Chandler D—88 min. (Rev. 10/20/50)		
Nov. 26	CHAIN GANG Douglas Kennedy D—70 min. (Rev. 10/10/50)	GOLDEN SALAMANDER Anouk Trevor Howard D—96 min.	KING SOLOMON'S MINES (Color) Deborah Kerr Stewart Granger D—105 min. (Rev. 9/26/50)	OUTLAW GOLD Johnny Mack Brown O		THE MISSOURIANS Monte Hale O		TWO FLAGS WEST (Color) Joseph Cotten Linda Darnell D—92 min. (Rev. 10/10/50)		KANSAS RAIDERS (Color) Audie Murphy Brian Donlevy O	WEST POINT STORY James Cagney Virginia Mayo D	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

French Producers Doing Well: Safra

The two-year-old subsidy system of the French government was credited yesterday with allowing French producers to operate profitably by Michel Safra, producer of films featuring Maurice Chevalier.

French producers, he said, are enabl[illegible] to finance future productions an[illegible]e encouraged to make pictures with an international appeal. The system grants them bonuses of 35 per cent on each sale made outside French borders, and seven per cent of the gross sales inside France.

Safra is in New York to seek American financing of French production, to oversee plans for the premiere of "Orpheus" Nov. 22 at the 55th Street Playhouse, and to set plans for the 50th anniversary celebration-premiere of his latest Chevalier film, "La Pomme."

Swedish Film Men Honored by IMPO

The problem of different production codes in Sweden and the United States was discussed by the three representatives of the Swedish film industry here yesterday at a luncheon given for them at the Hotel Astor by International M. P. Organization.

George J. Schutz, 88

MILWAUKEE, Oct. 30. — George J. Schutz, father of George Schutz, editor of the *Better Theatres* section of *Motion Picture Herald,* died here on Saturday. He was 88.

Pinanski Heads TOA Again

(*Continued from page* 12)

The opening day's program fell behind schedule so that the first business session in the afternoon was limited to reports on theatre television, drive-ins and national legislation. Registered attendance, according to TOA, was tallied late today at 850, which could make this mid-century convention one of the largest in exhibitor history.

The initial business session was held under the chairmanship of Guthrie Crowe, La Grange, Ky., who introduced Pinanski. Departing from a prepared address, Pinanski's keynote was this: "We must spend time to think our way out of our present problems. There are new horizons possible for the industry. We are only as strong as the little man back in the grass roots."

Wolfson Reports on TV

Mitchell Wolfson, chairman of the television committee, reviewed at length the work of his committee and predicted that "before too long," full theatre screen television color will be commercially feasible. He said he regarded the use of TV as an advertising medium for motion picture theatres as important and cited his own experiences in Miami where he operates a TV broadcasting station. Television too, he said, can be an important factor in developing film stars. He urged exhibitors to use TV and "not shy from it" and, while he was uncertain over its final impact on motion picture exhibition, he pointed out it would be "tremendous." Speaking as a television broadcaster, he stated it cost between $300,000 and $500,000 to build a television transmitter and, although TV broadcasting lost $24,000,000 in 1949, he forecast that it will break even this year and be profitable for all television broadcasting beginning in 1951.

Marcus Cohn, discussed the legal aspects of television with particular relation to channels for theatre television. Nathan D. Halpern who, with Cohn, is television consultant to TOA, reviewed the status of theatre TV as it currently stands and predicted that eventually it will prove financially successful as well as feasible for exhibition in general.

Urges Arbitration

Claude Ezell, chairman of the drive-in theatre committee and a pioneer in this field, made a plea for industry arbitration as a method of reducing or eliminating litigation. "No one wins a law suit," he declared. Higher operating standards for drive-ins not only are desirable but essential, he added. As a means of bringing further order into a situation which he felt required it, Ezell also urged classification of drive-ins as to admission levels and types. At his conclusion, he announced his intention of joining TOA thus marking the first time his theatres have ever joined any theatre association.

Brylawski delivered a limited report on national legislation and discussed in some detail the new NPA order forbidding new theatre construction and limiting to $5,000 in any one year the sum which may be expended on theatre rehabilitation.

MGM Continues NY Print Shipments

With the cooperation of the studio, M-G-M will continue to ship prints to New York as soon as they can be made available on single or double tracks.

By so doing, the home office publicity and advertising departments will get a better idea of advance material for use in publicity, advertising and promotional copy. It will also aid in providing national magazines sufficient time to coordinate layouts and reviews with the general release of the film.

Stanley J. Mayer, 57, Formerly with 20th

KANSAS CITY, Mo., Oct. 30.—Stanley J. Mayer, formerly salesman at 20th Century-Fox's Kansas City and Des Moines branches, died Sunday, at his home here at the age of 57.

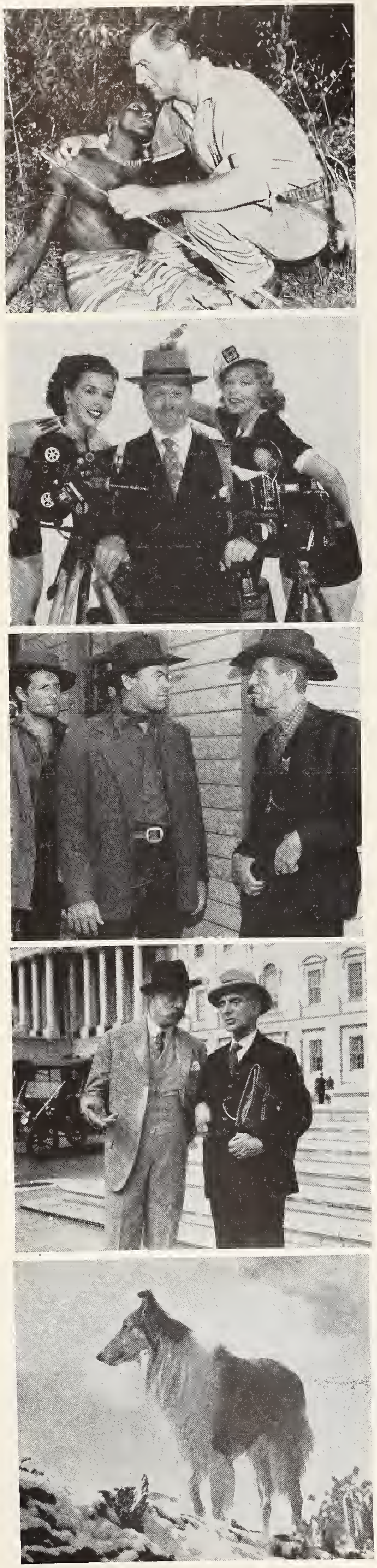
He is survived by the widow, Mrs. Margaret Mayer. Funeral services will be Wednesday at the Stine and McClure Chapel.

Costello Funeral to Be Held Today

HOLLYWOOD, Oct. 30.—The funeral of Maurice Costello, 73, matinee idol of the 90's who later became a star of films in the silent era, will be held today.

He died Sunday at Cedars of Lebanon Hospital after a long illness. Costello is generally credited with being first to receive fan mail.

WHEN THE MUG OF A MUD-SPATTERED G.I.
WAS THE PRETTIEST SIGHT IN THE WORLD!
GANGWAY FOR COMPANY B-FOR-BRUISER!
..ON ARMISTICE DAY!
WARNER BROS.'
"Breakthrough"
WB



Scenes from impending M-G-M releases, reading from top to bottom: "King Solomon's Mines," "Watch the Birdie," "Vengeance Valley," "The Magnificent Yankee" and "Painted Hills."

M-G-M Placing Musicals High on New Program

HOLLYWOOD, Oct. 30.—Three of M-G-M's top musical producers have plans for, or are actually working on, 16 new films for completion in the next 10 months. The producers are Arthur Freed, who has six pictures in the projected stage; Joe Pasternak, with six, and Jack Cummings, with four.

Freed recently completed "Royal Wedding," which stars Fred Astaire with Jane Powell, Peter Lawford, and Sarah Churchill, while Cummings has recently finished "Two Weeks With Love," starring Miss Powell, Ricardo Montalban, Louis Calhern, Ann Harding, and Debbie Reynolds and Carleton Carpenter, the new teen-age team being developed by the company.

The Freed Sextet

The half dozen Freed is working on include "Show Boat," which will star Kathryn Grayson with Howard Keel, Ava Gardner, Joe E. Brown, Agnes Moorehead, Marge and Gower Champion. Direction is by George Sidney with John Lee Mahin credited on the script. There also is "Singin' in the Rain," which Betty Comden and Adolph Green wrote; "Belle of New York," which Jerry Davis wrote; a musical version of "Huckleberry Finn," to star Gene Kelly and which Donald Ogden Stewart penned; while in work is "An American in Paris," starring Kelly and Leslie Caron, with Oscar Levant, and "Pagan Love Song," starring Esther Williams and Howard Keel with a script by Robert Nathan and Jerry Davis.

Joe Pasternak's sextet embrace "Rich, Young and Pretty" to star Miss Powell with Vic Damone and written by Dorothy Cooper and Sidney Sheldon; "The Big Cast," with James Whitmore already set in the story by Ruth Brooks Flippen; "The Student Prince," written by William Ludwig and Sonya Levien; "The Girl from Rector's," starring Esther Williams and Van Johnson, from a story by Dorothy Kingsley and Dorothy Cooper; "The Great Caruso," now being completed with Mario Lanza and Ann Blyth and "The Strip," to star Mickey Rooney and Jimmy Durante.

Cummings Has Four in Work

Cummings, who recently finished "Two Weeks With Love," now has in various stages of work "Excuse My Dust," starring Red Skelton and Sally Forrest in a story by George Wells; "Lovely to Look At" with Marge and Gower Champion, written by George Wells and Harry Ruby; "Montez, the Matador," starring Ricardo Montalban. Melvin Levy wrote it based on a well-known famous short story; and finally "Texas Carnival," to star Esther Williams, from a story by George Wells and Dorothy Kingsley.

Meanwhile, other M-G-M producers continue active on other types of attractions. Pandro S. Berman is currently busy on "Father's Little Dividend" starring Spencer Tracy, Joan Bennett and Elizabeth Taylor in a story by Frances Goodrich and Albert Hackett; "Soldiers Three," starring Stewart Granger, Walter Pidgeon and David Niven; "The Light Touch," which Richard Brooks will direct; "Bannerline," written by Charles Schnee, and "Ivanhoe" to star Stewart Granger.

Armand Deutsch has in work "King Lady," starring Ethel Barrymore and Maurice Evans, to be directed by John Sturges from a script by Edward Chodorov and Charles Bennett. He recently completed "The Magnificent Yankee" starring Louis Calhern and Ann Harding, and "Right Cross," starring June Allyson and Dick Powell. Sturges directed both.

"Quo Vadis" Shooting Nears End

Sam Zimbalist, whose "King Solomon's Mines" starring Deborah Kerr and Stewart Granger with Richard Carlson is being released this month, is now finishing camera work on "Quo Vadis" in Rome and is due back by the end of the month. His next in Hollywood will be "Too Young to Kiss" to star June Allyson from a script by Frances Goodrich and Albert Hackett. He also has on schedule, "Robinson Crusoe," from a script by Helen Deutsch. Stewart Granger will star.

Edwin H. Knopf, Jr., is now editing "Mr. Imperium," co-starring Lana Turner and Ezio Pinza. This story is based on a play by Knopf who wrote the script with Don Hartman. Greer Garson will star in "The Law and Lady Loverly," from a script by Karl Tunberg and Leonard Spiegelgass, both writers doing a similar chore for Knopf on "People in Love," which is to star Ray Milland with John Hodiak and Nancy Davis in the cast.

Schary Plans Another

Dore Schary, vice-president in charge of production, now is interested in "Go for Broke," which William Wellman is producing with Van Johnson; Robert Pirosh, who wrote the script, is directing. Also on Schary's agenda for personal supervision is "Plymouth Adventure," for which Helen Deutsch has just completed the script as a starring vehicle for Spencer Tracy, with Deborah Kerr, Van Johnson, Nancy Davis.

Clarence Brown recently finished "To Please a Lady," currently playing first run theatres and is now in Italy seeking location sites for his next, "When in Rome," which will have Tracy starred in a script by Charles Schnee and Dorothy Kingsley.

Robert F. Sisk is in the final stages of "It's a Big Country," which will have a host of M-G-M stars in the various sequences linked in a general theme of Americanism.

Norman Panama and Melvin Frank have two projects currently at hand. One is "Strictly Dishonorable," scheduled for Pinza and they will direct. The other is "Ca[illegible]way Went Thataway."

Two to Come from Goldstone

Richard Goldstone, whose "Dial 1119," is in release, is finishing early stages of production on "Inside Straight," with David Brian, Arlene Dahl, Barry Sullivan, Mercedes MacCambridge, and Paula Raymond. Next on his schedule is "The Man on the Train," which Arthur Cohn wrote.

With "Mrs. O'Malley and Mr. Malone" as his next release, William H. Wright has three more for future production. These are "The People vs. O'Hara," for which John Monks, Jr., wrote the script; "Come Again Another Day," with script by Ben Maddow; and "Love Is Better Than Ever," which was written by Ruth Brooks Flippen.

Gottfried Reinhardt recently finished "The Red Badge of Courage" with Audie Murphy and Bill Mauldin and is now working on an untitled script.

Nicholas Nayfack has started "No Questions Asked" with Barry Sullivan and is awaiting George Murphy's return from a 25-city cross-country tour before director Harold Kress can finish it; then he will devote his efforts to "This Is News."

Stephen Ames will produce "Man With the Cloak" by Frank Fenton. Henry Berman will make "Just This Once" from a script by Sidney Sheldon. Carey Wilson is working on "Scaramouche," to star Stewart Granger; Talbot Jennings has written the script. Ames, also has "White Madness" from a script by Fenton. Voldemar Vetluguin is working on "Three O'Clock Dinner," for which Margaret Fitts has written a script. Hayes Goetz, in charge of the company's British production, is now finishing the editing on the coast of "Calling Bulldog Drummond," made in England with Walter Pidgeon starred.

Others Are Busy, Too

Harry Ruskin has just finished "Watch the Birdie," starring Red Skelton with Arlene Dahl. Tom Lewis, husband of Loretta Young, produced "Cause for Alarm" with Miss Young starred.

Sam Marx recently finished "Grounds for Marriage," his last for M-G-M after more than 20 years on the lot in various capacities. He is now planning to produce an Evelyn Waugh story, which may be distributed by M-G-M.

Nayfack also recently completed "Vengeance Valley," starring Burt Lancaster with Joanne Dru, John Ireland and Sally Forrest; Sisk has to his latest credit, "Across the Wide Missouri," which stars Clark Gable with Ricardo Montalban, John Hodiak, Nancy Davis, Edmund Gwenn, Adolph Menjou, and Maria Elena Marques in principal support.

P.A. TOURS OF STARS A CONTINUING POLICY

M-G-M is continuing its policy of sending stars on personal appearance tours, the latest being Marshall Thompson, currently appearing in "Dial 1119" and next to be seen in "It's a Big Country." He is scheduled to appear at three theatre conventions, the first the Associated Theatre Owners of Indiana meeting Nov. 13-14 at Indianapolis. Thereafter he goes to Cincinnati where he will be an honored guest of the ITOA of Ohio, meeting Nov. 15; and, finally, he will attend the Theatre Owners of North and South Carolina meetings Nov. 19-20 at Charlotte.

Murphy Ends 25-City Tour

George Murphy, now attending the TOA convention at Houston, winds up a 25-city tour next week spending four months away from the studio. Barbara Stanwyck made an appearance at Loew's, Indianapolis, for the world premiere of "To Please a Lady," and Kathryn Grayson went to New Orleans for the special purpose of attending the festivities attending the premiere of "Toast of New Orleans." Arlene Dahl and Harry Ruby made any number of p.a.'s in connection with "Three Little Words" and Nancy Davis appeared in New York and Atlantic City on behalf of "The Next Voice You Hear . . ." Ann Miller recently came on from the coast to attend the Allied convention in Pittsburgh and Charlotte Hanker and Patricia Dean Smith have been visiting a number of cities on "A Life of Her Own."

Other tours will be projected from time to time, as stars can be made available by the studio between pictures.

OMAHA, NEXT STOP

HOUSTON, Oct. 30.—George Murphy, M-G-M star and toastmaster at the TOA banquet, leaves tomorrow for Omaha and Lincoln, Neb., before winding up his 25-city goodwill tour.

While in Lincoln, he will meet Gov. Peterson, attend the Nebraska-Missouri football game and also crown the "Homecoming Queen" at the University of Nebraska.

On his return to the M-G-M studio, Murphy will start work in "No Questions Asked." His last appearance was in one of the sequences in "It's a Big Country."

SETS SIX SHORTS

M-G-M's short subject department will release "The Chump Champ" and "Cueball Cat" in November; "The Peachy Cobbler" and "The Early Bird Do It," a "reprint Gold Medal" short, in December; and "Fresh Laid Plans" and "Casanova Cat" in January.

Also high on the company's forthcoming program are these attractions, reading from top to bottom: "Mr. Imperium," "Royal Wedding," "Kim," "Cause for Alarm" and "Pagan Love Song."

Albany
Allentown
Atlanta
Atlantic City
Bakersfield
Canton
Chicago
Cincinnati
Detroit
Glens Falls
Harrisburg
Indianapolis
Kansas City
Lancaster
Lincoln
Long Beach
Los Angeles
Mansfield
Memphis
Milwaukee
Minneapolis
Muncie
New Orleans
Norfolk
Oklahoma City
Paducah
Parkersburg
Philadelphia
Phoenix
Pittsburgh
Portland, Me.
Portland, Ore.
Portsmouth
Providence
Rochester
Salt Lake City
San Diego
Scranton
Springfield, Ill.
Springfield, O.
Syracuse
Terre Haute
Toledo
Toronto
Wilkes Barre
Wilmington
Utica

A BALL OF FIRE ACROSS THE LAND..."THE FIREBALL"

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible]. NO. 85 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 1, 1950 TEN CENTS

Skouras Sees Large Screen TV As 'Boon'

'Opportunity of Future,' He Tells TOA Meeting

HOUSTON, Oct. 31.—Urging exhibitors to new coordinated efforts to overcome declining theatre attendance, Spyros P. Skouras, president of 20th Century - Fox, painted a glowing picture of the opportunities which large screen theatre television affords, in addressing the Theatre Owners of America convention here today.

Spyros Skouras

Skouras said it will be possible to present "in simultaneous programs in hun-

(*Continued on page 8*)

New French-US Alliance Formed

A new European-American film alliance involving the French government-owned film combine—L'Union Generale Cinematographique, and the newly-formed American distributing company, Souvaine Selective Pictures, Inc., was announced here yesterday.

L'Union Generale since the war (with Andre Halley des Fontaines as

(*Continued on page 8*)

COMPO Story Told At Canadian Meet

TORONTO, Oct. 31.—Charles E. McCarthy, public relations head of Council of Motion Picture Organizations, gave an impressive outline of the effective work and objectives of the industry group, when he appeared before the luncheon gathering of 200 persons, today in connection with the ninth annual convention of the Motion

(*Continued on page 8*)

20th-Fox to Increase '51 Releases to 36 Features

HOUSTON, Oct. 31.—Increasing its production budget for 1951 by $10,000,000, 20th Century-Fox will release 36 "A" features during the year, an increase of 11 over this year, A. W. Smith, Jr., vice-president in charge of distribution, told the Theatre Owners of America convention here today.

Smith listed this as the first of five contributions which he said his company is prepared to make for the betterment of theatre operation and the health of the industry in the face of current business problems. The company's other contributions, he said, are:

Sale of a full season's product to small exhibitors at one

(*Continued on page 7*)

MGM Won't Sell to Percentage Offenders

Houston, Oct. 31.—Theatre operators who falsify their box-office records will no longer be sought as clients of M-G-M, William F. Rodgers, M-G-M distribution vice-president told the Theatre Owners of America convention this morning.

Rodgers referred to those exhibitors "who have made it a practice not only once, but sometimes repeatedly, to short-change the distributor." He warned that "we are determined to use every means at our command to stamp out this dishonest practice. We prefer not to sell them any of our product."

MGM Will Divulge Terms of Bidder To Loser: Rodgers

HOUSTON, Oct. 31.—Terms under which a M-G-M picture is awarded under competitive bidding will be divulged to the losing bidder, providing all interested parties indicate their willingness, William F. Rodgers told the Theatre Owners of America convention here today.

The M-G-M distribution vice-president acceded to the re-

(*Continued on page 6*)

Back E. Pa. Allied On Compo Decision

PHILADELPHIA, Oct. 31.— Eastern Pennsylvania Allied's board decision to exclude the organization from participation in the Council of Motion Picture Organizations except for specifically authorized activities, received tacit support at a general membership meeting here today. The board resolution ratifying the negative vote on

(*Continued on page 8*)

NPA Will Not Halt Exchange Building

WASHINGTON, Oct. 31.—The National Production Authority moved today to reassure companies that might be planning new film exchanges, office buildings, studio sets or other construction not on the banned theatre list issued last week that they could start work without fear of being stopped in mid-stream.

Last week's NPA order banned construction of some 44 types of entertainment projects, including theatres. It specifically provided that theatres and other banned projects already under way could be finished but

(*Continued on page 8*)

Marcus Urges Local Arbitration at Meet

MILWAUKEE, Oct. 31.—A state-wide system of arbitration to handle film buying disputes was urged today by Ben Marcus, president of the Allied Independent Theatre Owners of Wisconsin, in an address before that body now in convention at the Schroeder Hotel here.

Trueman Rembusch, national Allied president, blasted the distributors for what he claimed the way they are gouging the gross out of the exhibitor

(*Continued on page 8*)

TOA Ranks in Uproar Over Compo Protest

Mayer Wire on Building Ban Causes Resentment

By RED KANN

HOUSTON, Oct. 31.—Members of the Theatre Owners of America at all levels—from big circuits clear down the line to small-town operators—are seething with resentment and are charging the Council of Motion Picture Organizations with exceeding its authority and purpose in lodging a protest with the National Production Authority over its ban on new theatre construction.

The situation confronts TOA's board of directors with a delicate problem, the precise outcome of which tonight was decidedly in the balance. The board is faced with the need to take a position at its next meeting on Thursday and now finds itself confronting this

(*Continued on page 6*)

Einfeld, Lipton Urge Joint Ads

HOUSTON, Oct. 31.—Two distribution spokesmen today urged exhibitors to utilize the examples of other industries in promoting and advertising motion pictures, in addresses before the Theatre Owners of America convention being held here at the Shamrock Hotel.

Charles Einfeld, 20th Century-Fox

(*Continued on page 7*)

Effects of TV, Topic At Fabian Dinner

HOUSTON, Oct. 31.—Television, its known and anticipated effect on exhibition, and the price of theatre-screen size TV equipment were among the topics discussed at a hush-hush dinner Monday evening at the Shamrock, given by S. H. Fabian of New York, it was learned today.

Fabian's guests were a representa-

(*Continued on page 8*)

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

GREETINGS to T. O. A. from PARAMOUNT
THE BIG GUN IN '51

Personal Mention

EDWARD MOREY, Monogram-Allied Artists vice-president, will leave here today for Hollywood to attend the companies' stockholders and directors meetings scheduled for Nov. 2.

•

ADELE MARION COHEN, daughter of IDA COHEN of RKO Theatres booking department and the late JACK COHEN, has become engaged to MAURICE GITTLEMAN.

•

LEW SCHREIBER, 20th Century-Fox studio general manager, has arrived in London from the Continent to discuss the company's future British production with FRED FOX.

•

NAT LEVY, RKO Radio Eastern division sales manager, has returned here from a business trip through his territory.

•

HERMAN RAUSCHER of the 20th Century-Fox advertising department, has left the company on a leave of absence to join the U. S. Army.

•

M. L. SIMONS, assistant to H. M. RICHEY, is due back here today from Milwaukee where he attended the Wisconsin Allied convention.

•

NORMAN HUDGINS, unit publicity man for M-G-M, will leave here today for Washington before returning Saturday to the Coast.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, will leave Atlanta for a meeting on the Coast starting Nov. 8.

•

JACK COHEN, former Omaha Cardinal baseball star, has become assistant manager for the State Theatre, Omaha.

•

SAM GALANTY, Columbia Mideast division manager, has left Washington to visit the Cleveland branch.

•

HOWARD REIF of Modern Theatre Circuit has left Cleveland to open his winter home in Miami.

•

JOHN ASH, M-G-M auditor, has arrived in San Francisco from New York.

•

SAM GORELICK, RKO Radio Chicago branch manager, has left New York for Chicago.

•

W. S. TOWER, JR., managing director of the Western Electric Co. (Australia), is now in New York.

John Boettiger, 50

John Boettiger, former son-in-law of the late President Franklin D. Roosevelt, who fell to his death from a hotel room here yesterday, had been in charge of information for the Motion Picture Producers & Distributors of America, under Will H. Hays here in 1935-36. Boettiger, a former newspaper man, was 50 years old and a native of Chicago.

Extend Para., 20th Theatre TV Tests

Washington, Oct. 31.—Paramount and 20th Century-Fox were granted authority by the Federal Communications Commission today to continue their experimental theatre television work until April 27, 1951. Both companies got extensions of their licenses until that date to operate experimental TV relay broadcast stations in the New York area, in connection with theatre television experimentation. The FCC said it still held open the anti-trust question.

$2,400,000 to Come From Philippines

WASHINGTON, Oct. 31.—U. S. distributors in the Philippines will remit about $2,400,000 this year, compared with $4,500,000 in 1947 and 1948, the U. S. Commerce Department predicted here today.

A report by Commerce film chief Nathan D. Golden said this estimate was based on new exchange restrictions, limiting remittances to 72 per cent of earnings, and in no event to more than 72 per cent of 1949 earnings. It is also based on a prediction that this year's earnings will be about 16 per cent below 1949 levels, due to increased competition from domestic films, general economic conditions and the "Huk" war-like uprisings in the provinces. About 60 theatres have had to close because of these disturbances, it is declared.

CBS Work on RCA's TV Color Is Urged

WASHINGTON, Oct. 31.—The Federal Communications Commission today suggested that RCA turn over its tri-color television tube to CBS so that CBS could experiment with it in its color system.

The Commission, in a letter to RCA, pointed out that the company had testified in July that the tube would be ready by the fall in a sufficient number to make them available to the industry for experimenting. The FCC said it is anxious to have the tube tested in the CBS color system, and that "the Commission feels it is appropriate to request when arrangements can be concluded between you and CBS whereby the above tests may be conducted."

Blaskey Forms New Booking N.Y. Agency

Formation of a new booking organization to handle theatres in the metropolitan New York area has been announced by Sam Blaskey, formerly with Warner Theatres in New Jersey.

The new booking organization is called the Film Booking Service.

Fifty Will Attend Paramount Meeting

Paramount's sales spotlight falls on Dallas Friday and Saturday when Paramount Film Distributing Corporation's Central, South Central and Western divisions meet in a two-day session at the Stoneleigh Hotel, to be attended by 50 from the home office and the field.

The second of a scheduled series of meetings of all domestic divisions, this sales conclave follows the one recently held in New York. Originally planned for Oct. 27-28, it was postponed because of the death of Mrs. A. W. Schwalberg, wife of the president of the distributing corporation.

Schwalberg will head a home office contingent of executives who will leave tomorrow to attend the meet. These include E. K. (Ted) O'Shea, sales vice-president; Oscar A. Morgan, general sales manager of short subjects and Paramount News, and Max E. Youngstein, vice-president in charge of advertising-publicity.

Also from the home office will be Monroe Goodman, Fred Leroy, Harold Beecroft, Martin Friedman, Arthur Dunne, Joseph Walsh, Leonard Kaufman, and Jerry Pickman.

Representing the Central division will be James J. Donahue, division manager; Irving Werthamer, his assistant, and J. H. Stevens, Bob Allen, Jess McBride, Dick Frank, Ben Blotcky, Bill Mussman, Don Hicks and Marion Anderson.

Heading the South Central division will be Duke Clark, division manager, accompanied by Lloyd Henrich, his assistant, and Heywood Simmons, Howard Nicholson, Tom Bridge, Buck Weaver, L. W. McClintock, Harry Hamburg, Arthur Cole, and Harry Haas.

Led by division manager George A. Smith, the Western division will include Lester Coleman, assistant to Smith and Ward Pennington, Wayne Thiriot, Neal East, Bob Clark, Al Taylor, Ralph Carmichael, Harry Haustein and Frank Smith.

Regional field men who will attend are Bob Blair, Bob Quinn, Walter Hoffman, Jim Castle, E. G. Fitzgibbon, Arthur Leazenby and Milton Hale.

Court Rules in Favor of Walbrook

BALTIMORE, Oct. 31. — Federal Judge Calvin Chesnut today ruled in favor of the Walbrook Amusement Co. and co-defendants in the $600,000 treble damage action brought by the Windsor Theatre Co. of this city. Judge Chesnut dismissed the complaint following two weeks of hearings in U. S. District Court here.

The complaint had charged that the Hilton Theatre here had been opened by Walbrook interests as part of a conspiracy to deprive the Windsor of product and injure its business.

Mesal Agency Will Handle White Show

Paul White, president of Paul White Productions, has appointed the Mesal Organization here to handle all publicity and exploitation on his new television-film program, "Key to the Missing."

Sally Perle, who will gear the campaign for Mesal, will also execute similar campaigns for the projected "Key to the Missing," radio program and affiliated activities.

Newsreel Parade

THE Atlantic Pact nations conference and the passing of Al Jolson are current newsreel highlights. Other items include the reopening of the House of Commons, fashions and sports. Complete contents follow:

NEWS OF THE DAY, No. 217—North Atlantic nations discuss united army. Korea situation. New York film critics f[illegible] London. Novel dance act in Germa[illegible] Home for aged dedicated. Sports: football.

PARAMOUNT NEWS, No. 21—Atlantic pact nations to rearm. King George opens House of Commons. King Gustav is dead. Combat cameramen decorated in Korea. The Jolson Story ends. Sports: football.

NEWS OF THE DAY, No. 218—Atlantic defense chiefs confer. Gen. Eisenhower for Atlantic chief. Opening of House of Commons. Jolson's final act. King Gustav dies.

TELENEWS DIGEST, No. 44-A—Molotov reappears in Czechoslovakia. Al Jolson passes. Gen. Franco in Spanish Africa. Navy demonstrates underwater camera. International silk show. "Vets" pick "Dream Girl." King Gustav dies.

UNIVERSAL NEWS, No. 400—Defense nations plan 50 divisions to guard the West. Combat cameramen decorated in Korea. Open rebuilt House of Commons. News from sport world: three football games.

WARNER PATHE NEWS, No. 23—Al Jolson's final bow. Britain dedicates restored House of Commons. Cameramen decorated in Korea. Patrice Wymore weds Errol Flynn. Wild life fashions. Football.

RKO Vaudeville Unit To Entertain Abroad

At the invitation of the Air Forces, Sol A. Schwartz, RKO theatres vice-president, has arranged to send an eight-act RKO Palace vaudeville show to Europe for presentation at U. S. air bases in Germany. In the unit, which will take off from La Guardia Airport next Monday for Weisbaden, will be Harvey Stone, Jackie Bright, Ruth Davis, the Appletons, Wells and the Four Fays, the three Edwards Brothers, Bud and Cece Robinson and Tommy Hanlon.

David Bines, producer of the Palace shows, will also go along.

Durante TV Program To Salute 'Milkman'

Jimmy Durante's "Four Star Revue" television show debut on the NBC network tonight will salute Universal-International's "The Milkman," in which Durante is co-starred with Donald O'Connor.

Emphasis of the salute will be on the film's world premiere which will take place Friday at the Riverside Theatre in Milwaukee with Durante, O'Connor and Joyce Holden, featured in the picture, making personal appearances as part of a Wisconsin territorial opening.

Phonevision Still Trying

CHICAGO, Oct. 31.—Zenith Radio has been compelled to postpone for the third consecutive month its scheduled test of Phonevision in 300 homes here. It is still unable to obtain films suitable for the test. It will now request Federal Communications Commission authorization to start the test Dec. 1., if it can.

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BIG AS TEXAS!

John Ford's

RIO GRANDE

starring

JOHN WAYNE · MAUREEN O'HARA

★

4 Big Interstate Premieres!

GALA WORLD PREMIERE

WEDNESDAY, NOVEMBER 1st

MAJESTIC THEATRE, SAN ANTONIO

MAJESTIC THEATRE, DALLAS

THURSDAY, NOVEMBER 2nd

MAJESTIC THEATRE, HOUSTON

FRIDAY, NOVEMBER 3rd

WORTH THEATRE, FORT WORTH

FRIDAY, NOVEMBER 3rd

HERBERT J. YATES presents

John Ford's

"RIO GRANDE"

starring

JOHN WAYNE · MAUREEN O'HARA

co-starring

BEN JOHNSON · CLAUDE JARMAN, JR.

HARRY CAREY, JR. · CHILL WILLS

featuring

J. CARROL NAISH · VICTOR McLAGLEN

GRANT WITHERS · SONS OF THE PIONEERS

Screen Play by JAMES KEVIN McGUINNESS

Based on a Saturday Evening Post Story by

JAMES WARNER BELLAH

Directed by **JOHN FORD** AN ARGOSY PRODUCTION

Produced by

John Ford and Merian C. Cooper

A REPUBLIC PICTURE

Republic Pictures Corporation

Herbert J. Yates, President

Followed by all Top theatres in Texas!

Yates Leads Group To 'Rio Grande'

SAN ANTONIO, Oct. 31.—Elaborate ceremonies will attend the arrival here tomorrow of a Hollywood contingent headed by Republic president Herbert J. Yates, for the world premiere at the Majestic Theatre of John Ford's "Rio Grande," co-starring John Wayne and Maureen O'Hara. The group, which will also include Ford, Mr. and Mrs. John Wayne, Miss O'Hara and Republic assistant secretary Robert Newman. was greeted by a reception at the Texas border this afternoon. Robert Aiken of the San Antonio Chamber of Commerce flew to El Paso with a letter of greeting from San Antonio's Mayor Jack White, and the party was welcomed by bands and crowds at the El Paso station.

A huge throng is expected at the station plaza early tomorrow morning, where the group is to be welcomed by Mayor White, the Sheriff's Posse, the Charros, an ROTC group and two school bands. Prior to the arrival of the party, prizes are to be awarded for the best western costumes.

The premiere will climax a two-day celebration known as "The San Antonio Salute," dedicated to the city's 100 years of military tradition.

The Hollywood group is expected to visit veterans of the Korean campaign at Brooke General Hospital and to pay its respects to Lt. Gen. LeRoy Lutes, Commanding General of the 4th Army Group at Fort San Houston.

In addition to the Hollywood party, Republic officials attending the premiere will include James R. Grainger, executive and sales vice-president; assistant general sales manager Edward L. Walton; division manager Walter L. Titus, Jr.; William Martin Saal, executive assistant to Yates; Dallas branch manager Jack Houlihan; Steve Edwards, director of advertising-publicity; Mort Goodman, studio publicity director, and Mickey Gross on special assignment.

Truman May Attend MCCJ Luncheon

WASHINGTON, Oct. 31. — Motion Picture Association of America president Eric A. Johnston, as chairman of "Brotherhood Week," called at the White House today and invited President Truman to attend the annual luncheon of the National Conference of Christians and Jews.

The luncheon, which will take place here on Nov. 11, will be highlighted by an award to the President for "outstanding work in the campaign against bigotry." The President said that barring an emergency he would attend the luncheon. Johnston will leave tomorrow morning for the Theatre Owners of America conference in Houston.

This evening he appeared over the CBS network as the guest speaker on the radio program, "Capitol Cloakroom."

Wylie Forms Own Booking Agency

HARTFORD, Oct. 31.—Ray J. Wylie, former United Artists branch manager in New Haven and Albany, has formed his own franchise-film booking and buying service, called R. J. Wylie Amusement Enterprises, at New Haven. Wylie had been associated with UA for 18 years.

Review

"Undercover Girl"

(Universal-International)

A RESOURCEFUL production job does much to enhance the stature of of a cops-and-robbers melodrama in "Undercover Girl." Although the story elements are in a conventional pattern, the film moves suspensefully and tautly all the way. It will leave the customers satisfied. Alexis Smith and Scott Brady head the cast, with good support coming from Richard Egan, Gladys George and Royal Dano.

Miss Smith plays a rookie policewoman who is bent on retribution for the killing of her policeman father by an underworld gang dealing in narcotics. Brady is a police lieutenant assigned to crack the case. To better get at the gang, the decision is reached to give Miss Smith a fictitious identity and represent her as a Chicago drug operator on the market for narcotics. Thus, after some delicate maneuvering, she is able to contact the gang. In time the trap is set for the outlaws but some last minute changes leave Miss Smith in peril. A bang-up climax led by Brady, brings the outlaws to justice.

Acting is capable all around. Dano is outstanding as a seedy, Skid Row character, and Miss George's performance has authority as an addict who is taking a cure at a sanitarium. Joseph Pevney's direction keeps things moving at a brisk clip. Aubrey Schenck produced from Harold Essex's screenplay based on a story by Francis Rosenwald.

Running time, 83 minutes. General audience classification. November release.

MANDEL HERBSTMAN

48,673 Shares in Columbia Options

Some 48,673 shares of Columbia's common stock were issuable this year upon the exercise of outstanding options held by seven company executives, it is reported by the company.

Five vice-presidents who have options, the number of shares involved for each and the periods during which the options are exercisable, are reported by the company as follows: A. Montague, 10,686 shares, June 27, 1946, to June 27, 1956; B. B. Kahane, 10,506 shares, April 14, 1949, to Oct. 14, 1954; Lester W. Roth, 5,253 shares, July 1, 1949, to Dec. 31, 1956; Joseph A. McConville, 5,000 shares, June 1, 1950 to May 31, 1955, and A. Schneider, 12,500 shares, March 4, 1949 to Sept. 14, 1958.

Other options are held by producer Irving Briskin, 3,677 shares, April 14, 1949 to Oct. 14, 1954, and laboratory executive Gerald Rackett, 1,050 shares, July 1, 1950 to Dec. 3, 1954.

Each option provides for a reduction in price at which it is exercisable and an increase in the number of shares issuable in certain events of dilution of the common stock.

Legion Classes Two Italian Films as 'C'

Two Italian films released by Lux were placed by the Legion of Decency in Class C, its condemned category. Two others, "The General and the Senorita," Azteca, and "Mrs. O'Malley and Mr. Malone," M-G-M, were listed Class B.

In Class A, Section I, are "Border Treasure," RKO Radio, and "Wooden Soldiers," a reissue from Screen Guild. In Class A, Section II are "County Fair," Monogram; "Experiment Alcatraz," RKO Radio; "He's a Cockeyed Wonder," Columbia, and "Hit Parade of 1950," Republic.

'Star Night' Meeting

Plans for the forthcoming "Night of Stars," to be held Nov. 20, at Madison Square Garden, was discussed at a meeting here yesterday at the new Israeli cafe, Habibi. Proceeds from the "Night of Stars" will go towards the furtherance of the UJA.

Says Monogram Is 'Out of the Woods'

HOUSTON, Oct. 31.—Monogram had "very rough" going for two-and-one-half years, but has emerged from that period of stress, Steve Broidy, company president, declared as the first speaker at the "Product Day" business session of the Theatre Owners of America convention here today.

"We have done this mostly through hard work, plus the assistance of exhibitors when they were asked to help us, and a measure of good luck," he stated. Pin-pointing the problems which confront him as the head of what Spyros P. Skouras, 20th Century-Fox president, subsequently described as "a struggling company," Broidy placed the future of Monogram squarely in the hands of exhibitors.

"We know our niche, and we think we are filling it with family-type and 'series' pictures," he said. "We try to supplement the majors. For example, if they are making a lot of musicals, we make Westerns or some other type, and vice versa.

Monogram's program, he continued, has a place for all types of pictures but one. His company will not make psychiatric films because "we get so confused ourselves that we don't know what we are making."

Copyright Experts Making Progress

WASHINGTON, Oct. 31.—Copyright experts from 15 nations are in the homestretch this week in their work on a new international copyright convention, with top delegates declaring that prospects for success are "promising." The experts are meeting under the sponsorship of UNESCO, with Luther Evans, Librarian of Congress, acting as chairman of the conference. They hope to finish their work Friday or Saturday.

One decision already taken is that the new treaty shall be designed to prevent the deterioration of the relationship between countries signing the earlier Berne convention.

Cocteau Coming Here

Jean Cocteau is slated to arrive here next month from France to participate in the premiere of "Orpheus."

Heavy Oregon Rains Keep Patrons Away

Portland, Ore., Oct. 31.—Extra heavy rains in portions of Oregon have resulted in an attendance drop of as high as 50 per cent. In addition, there have been film delivery delays to theatres in South Roseburg, and Ore and Myrtle Creek.

Swedish Industry Hopes for Relief

The Swedish film industry, wracked by burdensome taxes, is fighting for existence, the three representatives of the Swedish industry, visiting here at the invitation of the Motion Picture Association of America's foreign films advisory unit, pointed out yesterday.

The delegates are: Dr. Carl Anders Dymling, chairman of the Swedish Film Producers Association, and president of Svensk Filmindustries; Gustav Scheutz, president of Europa Film, and vice-president of the Swedish Film Producers Association, and Rune Waldekranz, Swedish author, critic and executive producer of Sandrew Studios.

A government committee is now investigating the problem, they declared, and it is hoped that some relief will be brought forth soon. The admission tax is now 38 per cent, the representative asserted. Should there be no alleviation of the situation by Jan. 1, the industry has already announced that all feature production will stop. This of course, would mean a greater importation of films, especially American, since they are most popular next to native product.

Imports From U. S.

At present 170 to 200 films are imported annually from the U. S. and native production is about 30 to 40 pictures a year at a production cost of about $70,000 per film.

The delegates declared they are hopeful of gearing four or five films a year for the American market. A greater number will not register here because of differences in taste. Differences in censorship was another factor cited by the three. Primary purpose of censorship in Sweden is to designate whether a picture is suitable for general audiences which includes children, or for adults only. About 60 per cent of native product is not suitable for children and about 80 per cent of American importations is dubbed for adults only, they said.

The delegates were guests of the MPAA yesterday at a Harvard Club luncheon attended by company and circuit heads. Today they will be guests of the UN and tomorrow they will be received by acting Mayor Impellitteri.

Bernard Kreisler, Theodore Smith and Al Corwin of the MPAA office, were also present at the interview.

A. E. Meyer Named IPC Vice-President

A. E. Meyer has been appointed sales vice-president of International Projector Corp. by R. B. Tompkins, president. He has been associated with the theatre equipment industry for the past 29 years, and in 1927 when Nicholas Power merged with Precision Machine Co. to form International, he was appointed export manager.

IS THIS A *gag?*

Sure it's a GAG! . . . but it's NO JOKE, SON! . . . if you "Soft-Peddle" your Product . . . *Shut Up* your Showmanship . . . *Muffle* your Boxoffice!

The "Holler Guy" sells the tickets in this Business! . . . the guy who PROCLAIMS his product from the Marquee-tops! . . . SHOUTS about it from his SCREEN! . . . BOOMS it forth from his LOBBY, FRONT and STREET! . . . and TELLS the whole, wide, world-full of Patrons about it . . . with the Advertising, Publicity and Exploitation that creates the BIG NOISE! . . . wherever there's a Patron to *See* . . . and to *Hear* . . . and to *Listen!* . . . to your Big Story about Great Pictures!

So take the Clamps off your Hullabaloo! . . . Loosen up your tonsils . . . and start to YELL! . . .

Remove the GAG . . .
and start to BRAG! . . .
that . . .

MOVIES ARE BETTER THAN EVER!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

TOA Convention Goes Into 3rd Day

TOA Board to Take Up COMPO Issue

(*Continued from page* 1)

new and explosive situation in addition to the lack of enthusiasm for COMPO to which certain elements in TOA already subscribe.

The wire of protest sent to the NPA last week was filed by Arthur L. Mayer, executive vice-president of COMPO, who registered the protest over the full-sweep order banning new theatres along with race tracks and asked for a hearing looking toward relief.

The position of protesting exhibitors here is based on their arguments that the field already is overseated and that the new regulation will tend to maintain in *status quo* a situation which would get out of hand otherwise. Operators of conventional theatres are concerned over drive-in competition and drive-in operators are concerned over new competition in their own field. While they are disinclined to identify the factors influencing their position, it is pretty clearly indicated that their primary interest is to ward off competition.

Issue May Reach Floor

Whether the COMPO issue will reach the convention floor was not apparent today. The board may determine to sidestep action although this is difficult in view of the fact that TOA's first-year participation is over and some action evidently must be taken on a renewal for a second year.

TOA's participation in COMPO finances and the method of collection are understood to pose no problem, but some board members are currently wrestling with the possibility of moving TOA, as a national organization, away from COMPO and permitting state units to decide whether to go along or stay out of COMPO.

The preponderant sentiment against COMPO is primarily based on the opinion that COMPO should restrict its activities to public relation affairs where it is acknowledged to have a useful function. The wire of protest to NPA is clearly in the area of business where COMPO does not belong, according to those who feel very strongly about the situation.

A number of TOA delegates likewise are not happy over the plan to appoint COMPO boards in exchange centers. They stand by what they insist is their understanding of COMPO's purpose, which is to function at the national level but make itself available at the local level only on request.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Skouras Prescribes Five Means for Overcoming Television Competition

HOUSTON, Oct. 31.—Here are five contributions which Spyros P. Skouras, president of 20th Century-Fox, told the Theatre Owners of America convention here today he believes exhibitors can best help to offset television competition:

"It it my opinion that, with the same determination you have exerted in the past, you can insure that superior entertainment in your theatres will overwhelm the amateur and inferior programs now going into the homes of America.

"By your alert research and study of the public taste, you, the buyers of motion picture productions, can give producers the mot convincing arguments for finer and greater and numerically more motion picture productions.

"You can restore the superior showmanship which gave the people of the world the movie-going habit.

"You can increase theatre audiences by presenting all productions honestly and fairly to the public in the most agreeable atmosphere you can create in your theatres.

"You can further stimulate the feeling of the public that the theatres belong to the community and to the people, just like the parks, streets, libraries and other public institutions, and you can maintain for your theatres and yourself the same respect your community has for its churches and its schools."

Coca-Cola President Tips Exhibitors on Showmanship

HOUSTON, Oct. 31.—William J. Hobbs, president of Coca-Cola, and Jesse L. Lasky, representing the Screen Producers Guild, shared speaking honors at the TOA luncheon sponsored today by Edward Small Productions. Ted R. Gamble presided and George Murphy introduced guest stars.

At the conclusion, a wire was read from the SPG announcing that it was sponsoring an all-industry dinner in honor of Lasky in Hollywood on Jan. 15.

Stressing the importance of merchandising to the family unit, Hobbs explained the success of the Coca-Cola marketing of six-bottle cartons. One keynote of his remarks was this quotation from an article by Peter Burnup, London editor of MOTION PICTURE DAILY and *Motion Picture Herald*: "The motion picture men who see their theatres as civic centers in the best sense of the word reap rich harvests."

Hobbs Address

Hobbs said such a theatre is "a place where the entertainment is absorbing and rewarding; the establishment is well run; the manager is courteous and helpful and the refreshments are top quality."

Lasky explained his faith in the future of the industry and said he had just recently rejected an offer to make 15 50-minute-long pictures for television each at a cost of $100,000.

He said the aim of members of the SPG who make 90 per cent of all Hollywood product, was to produce "simple, downright, colorful entertainment." To illustrate the care which goes into a production, Lasky will send to each exhibitor a copy of Dore Schary's book, "A Case History of a Motion Picture." Lasky ended by appealing to exhibitors to write their reactions to each film directly to its producer.

A wire to Sam Pinanski from Secretary of the Treasury Sawyer also was read. The industry was thanked for its past work on bond drives and was invited to cooperate on the payroll deduction drive in November and December.

Producer Lippert to Exhibitor Lippert

Houston, Oct. 31.—Robert L. Lippert was telling TOA conventioneers he found Preston Foster a pretty good name with small town and country exhibitors, which is why he is using the actor in a number of pictures. Abe Montague, General sales manager of Columbia, who followed Lippert on the TOA's agenda, observed:

"It is interesting to hear Bob's remarks about Foster. But when I get to Northern California where Lippert operates a chain of theatres and discuss Foster, somehow or other Lippert doesn't always seem to think so."

Will Divulge Bids

(*Continued from page* 1)

quest, often made by exhibitors, during a speech at the morning session held at the Hotel Shamrock, in which he dealt with his company's policies on bidding, availabilities to drive-ins, arbitration and other subjects.

Rodgers made clear that M-G-M did not invite competitive bidding but follows the practice "only because we know of no other method to satisfy competing interests." He added that any suggestions or ideas for any other plan or procedure which will conform to the law would be welcome.

Outlines Policy

"Insofar as the law permits, we intend to confine our future competitive bidding activities to theatres that are adequate to exhibit our product on the run desired," he said.

Referring to drive-ins, Rodgers said, "We believe that we have no alternative but to treat the drive-in theatre generally as we do the conventional theatre, if it operates as a conventional theatre operates."

"However," he added, "we do belive that the operating policies of some drive-in operations can be very well classed under the heading of unfair business. We do not believe that these offenders are entitled to the same availability on our product as those drive-in theatres that operate on a legitimate basis."

Urges Arbitration

Rodgers again urged a system of industry arbitration and encouraged exhibition to take the initial action. "We will," he said, "when this move takes place, gladly participate in such an undertaking."

He envisaged industry arbitration as first acting on clearance disputes and, eventually, discussing and acting on all trade practices.

As he did at the Allied States convention in Pittsburgh, Rodgers urged exhibitors to attend trade showings more regularly and reported on M-G-M's efforts to trade-show product in more localities. He said that 100 "closer to home" trade shows had been set for "King Solomon's Mines" in addition to the 31 exchange city showings already held.

Rodgers emphasizes the importance of developing new talent, pointing to M-G-M's roster of young stars as an example, and said that the company plans, "if we get sufficient encouragement from theatre owners," to film a short subject "calling attention to the talent now being groomed for the motion picture stars of tomorrow."

Mochrie Lists RKO Product at Houston

HOUSTON, Oct. 31.—Robert Mochrie, general sales manager of RKO Radio, told the Theatre Owners of America convention this afternoon his company will release 27 major attractions in the 1951 calendar year. He described important releases scheduled from each producer distributing through RKO Radio, giving special attention to 12 scheduled from Wald-Krasna Prod. He pleaded with exhibitors to increase promotional activities in their own communities.

At the conclusion of Rodgers' speech, a special short subject was shown in which Dore Schary, vice-president in charge of M-G-M production, introduced scenes from a majority of the company's forthcoming releases.

THEATER PROPERTIES WANTED
Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.
LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

Joint Ads

(*Continued from page* 1)

advertising-publicity vice - president, urged exhibitors to band together on a community basis to pool their finances and minds for the purpose of selling their industry to the public of the community.

He cited as a specific example the method by which the Chevrolet Dealers Association Fund contributed entirely by dealers, and administered for advertising and public relations purposes for the benefit of the dealers collectively.

Lipton's Program

David A. Lipton, Universal-International advertising-publicity director, in another speech offered collective advertising of outstanding films on a participating basis in all important media as a merchandising method used successfully by other industries. He advocated "collective selling of specific pictures when the market is at it best."

Einfeld declared that television is pushing the industry out of "its most vital selling medium . . . the newspaper. One out of 10 newspaper lines is telling your patrons "Stay at Home Tonight, Save Your Money Tonight, Sit Back and Relax and Enjoy Wonderful Free Entertainment."

Credits Dealers

He credited most of this advertising to the dealers, for he said that "film distributors spent in 1949 a million dollars more in national advertising and promotion than did Crosley, Magnavox, Admiral and RCA . . ."

"Local TV stations and dealers are spending comparatively more to merchandise TV shows and are beating our industry at the local level," he said.

Citing "house" advertising budgets from a number of key cities, Einfeld asked his listeners to compare these amounts with "the $27,000,000 spent last year by Chevrolet 'exhibitors'.

"Isn't it true the 'dealers' of the motion picture industry are the exhibitors?" he asked.

The 20th-Fox executive deplored the falling-off in the use of 24 sheets by the industry. "Today we have a hard time giving away 300 24 sheets," he said, adding, "there was a time when we could easily sell 5,000 to 10,000. Accessory sales are the lowest in the history of the motion picture industry. Some exhibitors do not even buy a one sheet to announce their shows."

Shared Campaign

Lipton's suggestion was a national advertising campaign, shared cooperatively by producers and distributors, to sell attractions from all sources in a series at certain periods each year.

He envisioned such a campaign in terms of advertising spreads in Sunday newspapers, national magazines and, perhaps over television as a means of keeping Hollywood in the public consciousness while simultaneously selling current attractions heading for the market place. His plan, he explained, does not provide merely for titles, but for selling copy in the space allotted beforehand to each attraction covered in such advertising.

Releases heading for theatres during the Christmas-New Year's season, for instance, constitute a typical application of his project.

Skouras Criticizes Exhibitors for Tardiness at Yesterday's TOA Meet

Houston, Oct. 31.—Tardy appearance and sparse attendance during the first stretches of the Theatre Owners of America second business session, scheduled for a n'ne A.M. start today, drew fire from Spyros P. Skouras, 20th Century-Fox president, and less vehemently from Claude C. Munde of Little Rock, today's presiding chairman.

Skouras described today's situation as one of "great crisis" and apparently exhibitors' indifference as proven by a lack of attendance which, however, built up from an approximately 40 to 50 to around 150 by the time he and other 20th-Fox officials took to the speaker's podium.

"I remember a meeting of First National franchise holders in Chicago in 1922. There were over 900 exhibitors there, but they had a future to work out and all of them showed up promptly at nine o'clock. It wasn't too early for them," he said.

20th-Fox 1951 Releases

(*Continued from page* 1)

time, along lines described by Smith at the Allied States convention in Pittsburgh a month ago;

The protection of regular first run theatres from the 2,472 drive-ins now operating in the U. S. by refusal to negotiate for "drive-in first run" in any community (where situations warrant, drive-ins will be permitted to negotiate on the same availability as the first neighborhood run, however);

The holding of competitive bidding to a minimum by permitting it only where a request for it has been made by either an independent or a circuit;

Support by 20th Century-Fox of any workable industry arbitration plan which can be devised for the participation and acceptance of all other distributors and all exhibitors.

The increased production schedule, Smith declared, is 20th-Fox's evidence of its faith in the industry's future. It will permit the release of three "A" features per month, made at an average cost of $1,500,000 each. There will be one Technicolor production each month. They will have top star, production and story values, Smith said, and will include new talent in their casts as part of the company's process of building for the future.

Asks Support

In return, Smith asked for the complete support of exhibitors. He also urged TOA, at the current meeting, to go into the subject of arbitration thoroughly, expressing the hope that out of it will come the "plan all of us have been seeking."

Smith also urged the convention to take the most effective means of opposing taxation against the industry on the local level, pointing out that where this had been done no discriminatory taxation existed or new inequitable levies had been imposed. A survey of taxation conducted by 20th-Fox disclosed, Smith said, that "we are literally 'sitting ducks' for any government, whether Federal, state or local, in search of tax moneys."

'Eve' Policy

He described the recent scheduled performances policy for "All About Eve" tried out at the Roxy Theatre, New York, giving the reasons for its abandonment. The public, Smith said, approved the change, some 22,000 more people attending the theatre in the second week, after scheduled performances were dropped, than in the first week when the policy was in effect.

"There was great confusion at the theatre," he said. The Roxy was too large for the policy and the habit of seeing pictures when they wanted to was too strong with the public, he explained.

Lichtman's Address

Smith was introduced by Al Lichtman, 20th-Fox vice-president, who also subsequently introduced Spyros Skouras, president, and Charles Einfeld, vice-president. Lichtman said "our purpose in coming to you today is to volunteer our services in every way we possibly can to help to increase the attendance in the theatres of the naiton to a point where we can maintain the preeminent position that we have achieved in the amusement world."

Lichtman reviewed the growth of the industry and paid high tribute to its founders and leading showmen, reminding the exhibitor delegates that problems as great as those which now confront the industry had been encountered and overcome in earlier years, bringing the industry to greatness.

Theatre Receipt Study

Studying today's theatre receipts, he said, he has noted that only outstanding pictures are doing satisfactory business. The industry, he warned, cannot exist as it is now constituted on "just a few hits." He urged the exhibitors to "do not only something, but everything about it," expressing his confidence that the problems can be overcome through the hard work and the united effort of all in the industry."

M-G-M Trailer Wins Praise At TOA Convention

HOUSTON, Oct. 31.—M-G-M's five-reel trailer, shown this afternoon for Theatre Owners of America members at the conclusion of William F. Rodgers address, was accorded an enthusiastic reception. With Dore Schary, vice-president in charge of production, as narrator, the trailer highlighted actual scenes from forthcoming Metro releases as far ahead as April.

One circuit operator was so enthused, he said he intended suggesting to Rodgers that Metro release it as a second feature.

Exorcise Television Specter: Montague

HOUSTON, Oct. 31. — Exhibitors were exhorted to shake themselves loose from "their tremendous sense of fear" over television and by demonstrating courage and faith in the staying power of motion pictures prove their confidence in their future in an address before the TOA convention today by A. Montague, general sales manager of Columbia.

"As I roamed the convention last night and spoke to innumerable exhibitors, I thought I was at the wrong meeting by the time I reached the Variety Club. I though I was at a popcorn and drink convention. Everywhere I felt a tremendous sense of fear over the new competition. I thought exhibitors had courage. Also, I though this was a convention at which motion pictures would be discussed. But all I heard was television," he said.

"I did not hear one man comment on methods of attempting to improve our own business. Not one person, for instance, discussed the courageous effort 20th-Fox made on 'scheduled performances.' No one referred to the 'Movies Are Better Than Ever' campaign. No one asked about the possibility of third dimensional films. But all of them discussed television."

Montague voiced his concern that the attitude he found reflected among exhibitors here will penetrate Hollywood and establish a fear complex at the source of supply which would affect the flow of quality product. His company, he pointed out, is not shy on confidence. As evidence, he cited a $5,000,000 studio construction program designed to increase production facilities and the fact that Columbia spent over $2,800,000 to produce "Born Yesterday."

He added, "We can't make these kind of pictures in an atmosphere of fear. If you want Columbia and what-ever part it may or may not be in this industry to make such investments, you must at least give us a pat on the back and some encouragement."

TWA TWA TWA TWA
Now you can fly direct to
LONDON
(Non-Stop)
and GERMANY
by
TWA
Only TWA offers one-airline service from 60 U. S. cities to the major capitals of Europe.
For information and reservations see your travel agent or call TWA
Across the U.S. and overseas... you can depend on
TWA
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA

French-US

(Continued from page 1)

director general and Jean de Vesins) has become one of the largest motion picture groups in Europe. UGC has developed or acquired studios, laboratories and distributing subsidiaries, as well as ownership of theatres, in France, Austria, Germany, Switzerland, Belgium, Italy, England and Central and South America.

It will distribute its company-controlled pictures in the U. S. exclusively through Souvaine Selective Pictures, of which Julius Fleischmann is chairman of the board, Henry Souvaine is president, and Howard L. Taylor is executive vice-president. As its corporate name indicates, Souvaine Selective will operate only in the so-called "selective market," and will distribute certain American pictures of similar type, as well as its English and Continental imports.

New Features

Among the new features already acquired by the new company are: "Days of Our Years" a French produced feature of the first 50 years of this century, with English narration by Pierre Fresnay and Romney Brent, produced by SEPIC, and directed by Denise R. Tual; "La Maternelle," new version of the picture of 15 years ago, directed and produced by Henri Diamant-Berger; "Private Angelo," English film adaptation of the Eric Linkletter comedy of the war, produced by Filippo Del Guidice, and directed by Peter Ustinov; "Lovers of Verona," English-titled French feature, produced in Verona and Venice, starring Martine Carol; "Rendez-Vous in July, the Cannes Festival winner of post-war life in Paris, produced by UGC; "Chance of a Lifetime," new Pilgrim Pictures feature, directed by Bernard Miles and produced in London by Filippo Del Guidice; "The Brothers Bouquinquant," a UGC picture produced in Paris, directed by Louis Daquin, and starring Albert Prejean, Madeleine Robinson and Roger Pigaut. And also the three new UGC pictures that are now being completed in Paris: "L'Homme De La Jamaique," "Le Journal D'Un Cure De Campagne" and "Trous Telegrammes."

"Days of Our Years," "La Maternelle" and "Lovers of Verona" will have their American premieres in New York this fall and early winter.

Souvaine's Other Activities

Souvaine also heads the Souvaine Company, producers and distributors of radio and television productions. His last season's television productions included "Carmen" and "Traviata," and he has produced the Metropolitan Opera broadcasts for 11 consecutive years. On November 6 he will for the third time televise the opening night at the Metropolitan. During the coming season, Souvaine will also launch the "TV Short Story Theatre," with Richard Aldrich and Richard Myers; "TV Musical Playhouse," with Rouben Mamoulian, Irving Rapper, John C. Wilson, Paul Crabtree, Bert Shevelove, and Felix Brentano as directors, and, in association with Jack Dempsey, Dempsey's "TV Arena of Champions."

Board chairman Fleischmann is a member of the prominent American industrial family. He is associated with Aldrich and Myers in their Broadway theatrical productions and is also the guiding spirit of the Ballet Russe de Monte Carlo.

Large Screen TV: Skouras

(Continued from page 1)

dreds or thousands of theatres" the greatest artists of the motion pictures, the theatre, the concert stage and radio, all in conjunction with the finest screen entertainment, which he assured them will remain the core of the exhibitors' business.

He called television "the supreme problem of the day," because "it is more convenient and because it is free."

"Therefore," Skouras said, "you must have the courage to embrace large screen television and make it your servant in giving your patrons the finest entertainment."

But in the face of this opportunity, Skouras observed, "we seem to be incredibly helpless" in obtaining the channels needed by the industry for large screen theatre television. "Is it possible," he asked, "that we do not demand enough respect from an agency of our government to protect our business, our investments and to serve the public best? I believe we have failed to persuade the Federal Communications Commission to license us with the channels we deserve because we are too inarticulate; because we have not a common, clear understanding of the value of this new medium for our theatres, and because we lack harmony and coordination."

Skouras Predicts

Skouras predicted that television will reach its greatest heights "through the new kind of shows in the theatres of America."

As Skouras rose to speak after an introduction by Al Lichtman, 20th-Fox vice-president, the convention paid Skouras tribute by rising to its feet.

Although devoting the major part of his talk to television, the competition and opportunities it affords, Skouras also touched upon other subjects, offering a number of constructive suggestions for exhibitor consideration.

He called for the scheduling of special events throughout the country to revive and increase interest in motion pictures and the theatre, suggesting that TOA aid in staging a schedule of film festivals or rallies in 10 or 12 key cities annually. The festivals would be attended by outstanding Hollywood personalities and notable current films would be exhibited at first run houses.

The industry, Skouras pointed out in this connection, is continually called upon to lend its people and glamor to civic and other public events of all types, but it doesn't make proper use of the same resources for its own benefit.

Urges Harmony

The 20th-Fox president urged exhibitors and all other members of the industry to desist from critical discussion of their colleagues and their business, in order to regain the respect and goodwill of the public. He urged that action be taken to reduce the amount of internal industry litigation and suggested that if TOA chose to take the lead in this and other respects it could well become "the institute of the industry, not a mere membership association or another political organization."

Exhibitors can help producers, Skouras said, by sharing their knowledge of current public film tastes; can help distributors by guiding them to better business techniques, and fellow exhibitors by aiding them with improved operating methods.

He personally believes that competitive bidding is not a "constructive policy," Skouras said.

As a maxim for the industry as a whole, he posed this question: "Why cannot we all unite to build up the interests of every producing company, every distributor, and every exhibitor, so that all will prosper and succeed? We must fight together. None of us can survive if our industry does not survive."

Canadian Meet

(Continued from page 1)

Picture Theatres Association of Ontario.

The industry had been wonderful in selling its product but woefully weak in public relations with the result that over the years the motion picture business had permitted the creation of enmities and slanderous criticism from the outside, McCarthy declared. "It was high time for COMPO to come into existence because never before had the industry been so slandered," he stated.

The Association members decided to renew the fight against bingo competition which has been running wild in several parts of Ontario, particularly Ottawa and the executive was empowered to wage a campaign to restrict the gambling games.

H. C. D. Main of Toronto presented a report on television in which he expressed the belief that TV competition with U. S. theatres had been over-played as there were other factors, including increased community recreation. Television programs did not measure up to film theatre entertainment because of limited TV revenue and exhibitors should not worry until video found a way to collect from set owners in their homes, he felt.

Reports showed a total of 347 association members, the largest in MPTA history and revenue of $11,700 in membership fees. Secretary A. H. Jolley gave an enthusiastic report on the year's activities. The board of directors was returned with one change. The newcomer being Harland Rankin of Tilbury. Officers will be chosen by the executive at its next session.

NPA Will Not Halt

(Continued from page 1)

it contained a warning that firms starting projects not on the banned list such as office buildings might be covered by some subsequent order. In that event, the ban would halt work on any projects started after the date of last week's order.

This drew vigorous protests from the building industry, and today NPA revised its order. It said it might have to add other types of new building to the banned list later, but that whenever this was done, projects under way that time could be completed.

Wisc. Meet

(Continued from page 1)

by allocating pictures, high rentals and percentages. He urged the exhibitors to report to the district office all violations made by the distributor.

In denouncing bidding methods, Marcus proposed an arbitration system on a local basis supplem[illegible]ed by the national group as an ans[illegible] "Unless we set up an arbitration system in our state, we will never find peace and be able to take care of our own business," he declared.

Marcus also reviewed the past accomplishments of the organization. He paid particular tribute to the sales clinics which, he said, have made the exhibitors show conscious in Wisconsin. He reported that exhibitors have increased their grosses through the use of the campaigns, which the Association supplies them, and has turned "B" pictures into "A" grosses.

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, told the assembled delegates how the industry was working to win the nation over to its efforts. He stressed that COMPO should be given a chance for a reasonable length of time, explaining the field COMPO works in.

"We must all see eye to eye on all matters. We must stick together," he urged.

Ben Berger, of RKO, stressed the need for good public relations.

Angelo Provinzano, convention chairman, reported that the attendance at this year's convention broke last year's record.

The morning session was devoted to drive-in discussions, headed by Sid Goldberg. At this meeting, it was decided to submit a proposed building code on drive-ins to the Industrial Commission for its approval.

Sees Stiff Fight For Small-Towner

MILWAUKEE, Oct. 31.—The small-town theatre owner today faces the stiffest fight of his life to maintain his business, Mike Simons, assistant to H. M. Richey, Loew's director of public relations said today at the convention of Allied Independent Theatre Owners of Wisconsin, held at the Schroeder Hotel here.

Back E. Pa. Allied

(Continued from page 1)

COMPO cast by general manager Sidney E. Samuelson at the national Allied convention in Pittsburgh, met with no dissent from any of the attending 40 exhibitors representing approximately 75 theatres.

The meeting also heard a report on the national Allied convention from Samuelson and a review of the current film situation.

Fabian Dinner

(Continued from page 1)

tive cross-section of the industry's top layer in theatre operation.

Efforts to maintain the dinner as a private, social function were pretty well sustained, but the fact that the dinner was held and incomplete reports of the matter discussed, nevertheless, became known.

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Accurate Concise and Impartial

VOI [illegible] NO. 86 NEW YORK, U. S. A., THURSDAY, NOVEMBER 2, 1950 TEN CENTS

TOA Joins Up; Embraces TV As New Ally

Votes Use in Theatres To Increase Grosses

HOUSTON, Nov. 1.—That old saw, "If you can't fight 'em, join 'em," found another application today when members of Theatre Owners of America swung over to an official policy of theatre television. The decision culminated on-the-floor and in-the-lobby discussions which moved into the very forefront of the convention from the moment delegates arrived and began to match notes and exchange ideas.

The climax and the decision developed this afternoon when Mitchell Wolfson of Miami was called upon to deliver his report as chairman of the Committee on Theatre Television. This is how the preamble of that report, later adopted after much pro and con, read:

"We feel there is a definite place for television in the home and the development of a new

(*Continued on page 4*)

EK Servicing Ansco With Safety Stock

ROCHESTER, N. Y., Nov. 1.—Eastman Kodak will sell some of its new safety film base, called "triacetate," to the Ansco division of General Aniline and Film Corp., it was revealed here today by EK vice-president Edward P. Curtis. EK scientists have been working a long time to produce safety base for professional motion picture films.

"Kodak is selling base to Ansco temporarily," Curtis said, "until Ansco has installed new equipment which will permit Ansco to manufacture its

(*Continued on page 2*)

US Counts 14,600 Firms in Industry

WASHINGTON, Nov. 1.—The number of companies in all branches of the motion picture industry advanced to a record of 14,600 in the first quarter of 1950, according to the U. S. Commerce Department.

This was a continuation of the slow but steady increase which has been

(*Continued on page 2*)

Exhibitor Can See Distributors' Books, U.S. Court Rules

SALT LAKE CITY, Nov. 1.—In what is claimed to be one of the first actions of its type in the country, S. L. Gillette, Utah exhibitor, and Associated Amusements Co. of Utah and Idaho have received a court order allowing them to inspect the records of distributing companies in a pending percentage rental action filed by the latter.

The order was signed today by U. S. District Judge Willis W. Ritter, and allows the exhibitors unrestricted examination of the books of United Artists, Universal, RKO, Columbia, Warner, Loew's and 20th Century-Fox in the Salt Lake area. In their motion Gillette and Associated Amusements said they "want to show

(*Continued on page 2*)

Ben Marcus Heads Wisconsin Allied

MILWAUKEE, Nov. 1.—Ben Marcus was re-elected president of the Allied Independent Theatre Owners of Wisconsin today as the convention drew to a close at the Schroeder Hotel here.

At the afternoon session, Ben Berger, president of North Central Allied, attacked the distributors for what he said was their policy of selling percentage pictures in small town communities where the exhibitor can't afford it. He went on with a heated talk on what the distributors are doing to the exhibitors. He stressed the only way to combat this is to stand together in the exhibitor's organiza-

(*Continued on page 3*)

ARBITRATION IS TOA OBJECTIVE

Favors All-Industry Systems; Will Enlist Company Presidents

By **RED KANN**

HOUSTON, Nov. 1. — Theatre Owners of America today voted for an industry system of arbitration and instructed its president, Sam Pinanski, to invite the heads of all producing and distributing companies to a meeting to formulate such a system. No date was suggested.

If the plan successfully results in the development of such a system, approval of the Department of Justice will be sought and "proper means" taken to incorporate it in the final decrees handed down in the government's anti-monopoly suit against the majors.

The decision to proceed is a follow-up of correspondence with the company presidents initiated by Pinanski at the close of TOA's Los Angeles

(*Continued on page 4*)

Depinet Will Say No Apologies for COMPO Required

HOUSTON, Nov. 1.—That the Council of Motion Picture Organizations is doing the best job possible during the early and unseasoned stages of its existence and that there is no apology to make for actions, past and present, is what Ned E. Depinet, president of COMPO, is expected to tell the Theatre Owners of America convention when he takes to the speaker's platform tomorrow afternoon.

Depinet is cognizant of the wave of ill-feeling toward COMPO which is evident in TOA ranks. In fact, the situation is in the open and widely discussed. He also knows that many

(*Continued on page 4*)

Lawrence Resigns As Goldwyn V-P

Jock Lawrence resigned yesterday as vice-president of Samual Goldwyn Productions in charge of public relations, publicity and advertising, a post he had assumed only last spring.

The resignation is effective as soon as convenient to Goldwyn. No successor to Lawrence has been named. He will continue as public relations counselor here to the J. Arthur Rank

(*Continued on page 3*)

Don't Boast Concession Profits; Might Be Taxable; Delegates Hear

HOUSTON, Nov. 1.—A substantial group of Theatre Owners of America members are worried that too much talk about exaggerated profits from concessions might give tax-hungry legislators ideas. So they decided to cut out such "idle talk" and to ask equipment manufacturers and dealers to go along, too.

This was the upshot of an open forum on concessions, developing out of a report rendered by M. A. Lightman, Jr., of Memphis and the convention's opening piece of business today. Lightman was free to acknowledge the assignment handed him and his committee was controversial and "pat" answers elusive. He, therefore, decided to put the questions to the floor with these results:

On the question of increasing five and 10-cent prices to six and 12-cents, the delegates voted to hold the line at five and ten.

On whether or not it was better to turn over concession operations to concessionaires, the exhibitors determined it was better to hold on to them themselves.

Is hiring a concession manager the ticket or can the regular district manager do the job? The vote was inconclusive, many abstaining.

What about giving theatre managers a percentage of concession

(*Continued on page 4*)

K-M Allied Attacks Film Ads in Reels

KANSAS CITY, MO., Nov. 1.—A resolution condemning the practice followed by certain film companies of inserting exploitation of coming feature pictures in their newsreels was unanimously passed at a board meeting of the Allied Independent Theatre Owners of Kansas and Missouri. The resolution called for the discontinuance of the practice.

In addition, the board unanimously approved the action of national Allied for continuing cooperation with and remaining part of the Council of Motion Picture Organizations.

File Denial of Non-Compliance

NASHVILLE, Nov. 1.—Muscle Shoals Theatres, Inc., and Louis Rosenbaum, both of Sheffield, Ala., have filed in U. S. District Court here a detailed denial of non-compliance with the decree entered by the Court in the Crescent anti-trust case in May, 1943.

The Department of Justice had charged all of the defendants, includ-

(*Continued on page 3*)

NEWS in Brief . . .

THE initial Jimmy Durante network television show on NBC last night featured a special salute to Universal-International's "The Milkman," with Donald O'Connor, co-star of the film with Durante, and Joyce Holden, featured player, participating. The program marked the television debut of O'Connor as well as Durante. Following the program, Durante, O'Connor and Miss Holden left for Milwaukee to participate in the premiere at the Riverside Theatre.

•

The world premiere of "Again . . . Pioneers!" produced at the Metro-Goldwyn-Mayer and Nassour Coast Studios by the Protestant Film Commission, will be held tomorrow in 100 cities throughout the United States and Canada. In New York, the film, which dramatizes the interest of the churches in 70,000,00 "displaced" Americans, will be shown at Marble Collegiate Church, Fifth Avenue and 29th Street.

•

HOLLYWOOD, Nov. 1. — Groucho Marx has filed a suit in Superior Court here against Artists Alliance, Inc., demanding payment of $35,000 allegedly due him Sept. 13 for performance in "Love Happy," under agreement with producer Lester Cowan, plus $5,000 in attorney fees.

•

A check of $30,000 was given to the newly-formed Research Council of the United Cerebral Palsy Association, Inc. by Leonard H. Goldenson, president of the United Paramount Theatres and also president of the United Cerebral Palsy Associations. The money was raised in the UCPA's first annual campaign last May.

•

HOLLYWOOD, Nov. 1.—RKO has filed a suit in Federal court here seeking to enjoin Bergman, Rossellini, Hero Films, Inc., Societa de Azioni Beri, and several John Does, from interfering with the distribution of "Stromboli" abroad. Complaint asserts RKO had made a written agreement with defendants to distribute picture abroad but defendants last April instituted civil proceedings in Italy and France to obtain forfeiture of world rights by RKO and threatened to do likewise in other countries.

Truman and Marshal Sign TOA Citation

Houston, Nov. 1. — Sherrill Corwin presided at the Theatre Owners of America's convention lunch today at which Gael Sullivan received on behalf of TOA an American Red Cross citation signed by President Truman and General Marshall.

Verne C. Myers of *Look* Magazine gave a presentation on national advertising and announced that the *Look* motion Awards this year will include one to an exhibitor.

Personal Mention

HUGH OWEN, Eastern and Southern division manager for Paramount Film Distributing Corp., concludes his sales meetings in Atlanta today and moves on to Jacksonville, Fla., for the third of a series.

•

MONTAGUE SALMON, managing director of the Rivoli Theatre here, has returned to his duties after a stay in Medical Center in Jersey City.

•

JEROME M. EVANS, Universal-International home office exploitation representative, left here last night for Milwaukee.

•

BERNARD SMITH, head of Paramount's West Coast story department, is here from the Coast.

ROBERT L. AUGENBLICK, Eagle Lion Classics attorney, is due back in New York today from Boston.

•

SAM KESTENBAUM manager of the Alpine Theatre here, announces the betrothal of his son, EUGENE, to MARIAN KNOX.

•

IRVING RUBINE, vice-president of Robert Stillman Productions, has arrived here from Phoenix for conferences with his Eastern staff and United Artists executives.

•

JOSEPH NEWMAN, of 20th Century-Fox's publicity department here, has left the company on a leave of absence to join the Army.

MGM's Thompson to Begin Tour Shortly

HOLLYWOOD, Nov. 1.—Metro-Goldwyn-Mayer is sending Marshal Thompson, whose recent film was "Dial 1119," on a promotional tour starting next week, when George Murphy returns from a 30-city visit covering five weeks.

Thompson will first head for Indianapolis, where he will appear Nov. 13-14 at the Associated Theatre Owners of Indiana convention at the Lincoln Hotel. His next stop will be Cincinanti, Nov. 15, at the Netherlands Plaza, for the ITOA of Ohio convention. And last on the schedule, as it now stands, is the convention of North and South Carolina Theatre Owners at the Charlotte Hotel, Charlotte, Nov. 19-20.

Opera Film Booking Wins An Editorial

JAMESTOWN, N. Y.,—Nov. 1.—The booking of seven operatic films in Marietta, O., has won the editorial plaudits of the local newspaper.

The Marietta, Ohio, paper said, in part: "'We're going to the opera this evening.' That is a strange remark to be heard in this or any other American town many times the size of Marietta. . . . Confirmed music lovers would naturally be expected to attend such movies. But comments indicate that the movie-opera program has attracted others, including some of the teen-age set. . . ."

$12,000 for 'I'll Get By'

"I'll Get By," 20th Century-Fox film which opened yesterday at the Paramount Theatre here, drew an estimated $12,000, one of the biggest opening day grosses the house has had in the past six months, according to Robert Weitman, United Paramount Theatres' executive.

Joseph Goltz's Mother

Mrs. Rachel Goltz, 76, mother of Joseph C. Goltz, foreign sales manager for Eagle Lion Classics, died yesterday in Dallas, her home for the last 45 years. Goltz left New York yesterday to attend the funeral tomorrow.

Pin Tax Relief Hope On Hugh Gaitskell

LONDON, Nov. 1.—British exhibitors are hopeful that their pleas for an entertainment tax reduction will have more sympathetic ears at the Treasury now that Hugh Gaitskell has been elevated to the Chancellorship of the Exchequer.

They feel that now in high office is a Minister who not only understands the economics but the nuances of their business. For a long period, Gaitskell was an assistant secretary of the Board of Trade, charged with overseeing motion picture matters. The Cinematograph Exhibitor Association's committee on tax reduction is seeking an early meeting with Gaitskell.

Hirliman in New TV Canadian Project

TORONTO, Nov. 1.—Doherty Television Productions has been organized at Toronto on an international basis for the making of television films for the United States and three foreign markets, half of the initial capital is from the U. S., it is announced.

Chief figures in the enterprise are D'Arcy Doherty of Doherty, Roadhouse and Co., Toronto financial brokers house, his brother, Brian Doherty, Canadian stage producer, and George A. Hirliman, former president of Film Classics.

14,600 Companies

(Continued from page 1)

underway since Dec., 1943. The number of firms recorded by Commerce at the end of 1949 was 14,400, making a net gain of 200 in the first three months of this year.

A Commerce official said 400 new companies started in the industry between Jan. 1 and the end of March, while 200 firms gave up their activity.

The Commerce report covers production, distribution and exhibitions. A company is counted once whether it owns studios and theatres or just one studio, or whether it owns one theatre or 50 theatres.

Two Theatre Groups To TV Hearing

Washington, Nov. 1. — The Theatre Owners of America and the National Exhibitors Theatre Television Committee today filed notice with the Federal Communications Commission of their appearance in the forthcoming hearing on inter-city television relay channels. Althoug[illegible]eatre television is not the major concern of the hearing, which opens on Nov. 20, exhibitors feel it would be best to protect any interest they might have in the channel allocation.

Short Aids Canadian Picture Pioneers

TORONTO, Nov. 1.—All rentals on "The Little League World Series," a one-reeler produced by Emerson Yorke and currently available to Canadian theatres, will go to the benevolent fund of the Canadian Picture Pioneers, who announce that the short will be booked into every Famous Player and Odeon theatre in this country.

The film has been donated by Little League Baseball, Inc., of the U. S., for whom Yorke produced, and distribution is being handled gratis by Empire-Universal.

Must Show Books

(Continued from page 1)

rental discrepancies in the area."

Previously, distributors had filed a percentage fraud suit against Gillette and Associated Amusements. Judge Ritter had granted distributors a motion to examine Gillette's books back to 1947. The distributors later asked for an order to inspect his books back to 1941, but this was not signed.

Gillette says his inspection of the distributors' books will go back to 1941 and he will seek an order allowing the inspection of the distributors' books in other areas in which he operates.

EK Selling Acetate

(Continued from page 1)

own triacetate safety film base sometime in 1951.

"Kodak believes," he continued, "that the sale to Ansco will benefit the public interest by further helping to speed up the long hoped for conversion of motion picture theatres to the universal use of safety film," the statement said.

THEATER PROPERTIES WANTED

Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.

LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

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Lawrence Resigns

(*Continued from page* 1)

Organization of London, but has no future plans at the moment beyond that. He joined the Goldwyn company about six months ago, and was given a two-year contract at that time. The contract reportedly was abrogated last August by mutual agreement, with Lawrence volunteering to continue until campaigns were completed on Goldwyn's two current productions, "Our Very Own" and "Edge of Doom." Both Goldwyn and Lawrence said the parting is on the friendliest of terms.

Well known as an industry publicist, Lawrence was with Goldwyn previously, from 1933 to 1938. After serving in the last war he was named executive vice-president and a member of the board of the Rank Organization here.

Deny Non-compliance

(*Continued from page* 1)

ing Crescent and Rockwood Amusement Co., with failing to comply by announcing plans for the construction of new theatres and then delaying the construction, the alleged object being to restrain competitive interests that might be planning to build.

The Muscle Shoals and Rosenbaum charges centered around allegations of A. D. Thompson and J. O. Hannah, operators of drive-ins in the Muscle Shoals area. The answer just filed declared that both of these operators "voluntarily" abandoned their theatres "because of bad business" long before competitive theatres were built. One went to work for a theatre in this section and the other went back to farming.

George H. Armistead, Sr., chief counsel for Crescent, declared, "We are complying with every provision fully and meticulously." He cited the fact that getting the Court's approval of a theatre at a certain location, purchasing the site, and then getting plans drawn for the construction, requires time and "does not constitute deliberate delay on the project."

In one situation a controversy with the local city government over the cost of an operating license and taxes held up the project for months, Armistead explained.

Review

"Rio Grande"

(*Argosy-Republic*)

A HISTORICAL outdoor action drama of ambitious dimensions has been fashioned by John Ford in "Rio Grande". His imaginative touch is in evidence frequently and he has directed with nimbleness and drive. Cast-wise the picture has been packaged for strong box-office appeal. John Wayne and Maureen O'Hara, both persuasive ticket sellers, head the cast, with support coming from the well-loved Victor McLaglen, Ben Johnson, and Claude Jarman, Jr.

The story takes place in the period after the Civil War and centers around skirmishes with marauding Indians. Along with the story of Indian combat there runs the story of Wayne, a cavalry colonel, and his estranged wife, Miss O'Hara, and their son, Jarman, a trooper under Wayne's command. These two main story threads have been neatly blended.

James Kevin McGuinness' screenplay paints Wayne as a thoroughly professional soldier who has sacrificed his marriage to military duty. Years back, under the call of duty, he was obliged to burn the buildings on his wife's plantation. The estrangement ensued. As the story is now picked up, Miss O'Hara arrives at the fort to persuade Wayne to release their son from the army because he is under age. Both Wayne and Jarman dissent. In time Jarman proves his metal as a soldier. The differences between Wayne and Miss O'Hara are eventually resolved happily.

The story gathers its real momentum when Wayne decides to bring the attack to the Indians by crossing the Rio Grande into Mexico. There follow some exciting and pictorially vivid battles before success crowns the mission.

Also in the cast to provide some intermittent songs are Sons of the Pioneers. An Argosy picture, Ford also produced with Merian C. Cooper. The original story was by James Warner Bellah.

Running time, 105 minutes. General audience classification. Release date, Nov. 15.

MANDEL HERBSTMAN

Marcus Heads

(*Continued from page* 1)

tion and make it even stronger locally and nationally.

Abram F. Myers, general counsel and chairman of the board of directors of Allied States Association of Motion Picture Exhibitors, congratulated the convention at large for the wonderful turnout. He answered the question on the ban on theatre construction by stating it does not pertain to remodeling or improvements. On the matter of competitive bidding, he said a committee on it is scheduled to meet Nov. 17 to take up the matter.

Bidding Evil

Jack Kirsch, president of Illinois Allied, talking on the subject of bidding, warned that it was the most evil thing that hit the motion picture industry. "We in Chicago are bidding ourselves out of business," he declared. He called upon film companies to make better pictures.

Other offices elected were: Sid Goldberg, vice-president; Fred Krueger, secretary; A. Spheeris, treasurer; Harold Pearson, executive secretary.

George Panka Dies After a Stroke at Wisconsin Meeting

MILWAUKEE, Nov. 1. — George Panka, 42, of Prairie Du Chien, while attending the Wisconsin Allied Independent Theatre Owners convention at the Schroeder Hotel here, was stricken and taken to a hospital where he died last night. He was a partner in Eskin Theatres, running the Metro and Regent theatres at Prairie Du Chien.

WHAT PAPER D'YA READ?
EXTRA
Walter Winchell says:
WARNER BROS.'
"Breakthrough
is 'The Big Parade' of the war!"
ARMISTICE DAY
WB

Col. Won't Reissue 'The Jolson Story'

Houston, Nov. 1.—Although Columbia has been "deluged" with requests for a reissue of "The Jolson Story," A. Montague, general sales manager of the company who is attending the Theatre Owners of America convention here said today the film will not be available for re-booking.

Since "Jolson Sings Again" is in distribution and has a large number of dates already sold but yet to be played, Columbia plans no policy change regarding it, it was said.

Depinet on COMPO

(*Continued from page* 1)

TOA members believe COMPO exceeded its authority and entered into an area in which it does not belong when it filed a wire of protest with the National Production Authority over the government agency's ban on new theatre construction.

It was not likely tonight that Depinet will be inclined to acknowledge that authority was transgressed or a mistake made. It is probable he will recognize the right to variances in viewpoint and turn to the record of exhibitor actions by way of pointing out COMPO is being heartily endorsed for its decision on NPA in some parts of the country even though some TOA members take the opposite view. But his argument in all likelihood will be that COMPO continues to have an important function which should not be overshadowed or overlooked by one incident, no matter how the incident is viewed.

Meanwhile, COMPO in relation to TOA is due for a hearing tomorrow afternoon. The board of directors, meeting that morning, probably will take no action pending Depinet's address and ensuing floor discussions.

Concessions

(*Continued from page* 1)

profits? Mostly, the vote was to cut the managers in. Good incentive, etc. Are intermission trailers which give the audience a chance to buy popcorn any good? They decided it was no good. Are you selling too many items and is it better to concentrate on a few? Some were for the few. And how about gum? Very heavily voted down.

The functional values of popcorn machines, sending savory odors through the lobby, made the grade with no opposition. The boys were for them . . . to the last man.

TOA Appointments

Houston, Nov. 1.—Walter Reade, Jr., chairman of Theatre Owners of America's committee on distributor-exhibit relations, today appointed three vice-chairmen to serve with him. They are Alfred Starr, Nashville, Max Connett, Newton, Miss.; and O. M. Shearer, Los Angeles.

Party for Kramer

Myer P. Beck, Eastern publicity representative for Stanley Kramer Productions, was host at a cocktail party at his home here yesterday for Kramer and Mrs. Kramer.

TOA on Arbitration Issue

(*Continued from page* 1)

convention. With the exception of United Artists, which replied it felt compelled to rely upon legal counsel before determining its position, the sales managers of all other companies reported favorably, but declared they would not initiate it, according to Herman M. Levy, TOA's general counsel and chairman of its Legal Advisory Committee.

In an explanation of what had happened on TOA's commitment on a fair trade practice code, Walter Reade, Jr., chairman of the Distributor-Exhibitor Relations Committee, today declared it was decided to hold it in abeyance because top brass in TOA ranks felt that a "good" arbitration system was more desirable first.

Reade told the convention he regarded arbitration as a required stopgap to avoid "chaos" in the industry. Levy took the position a mutually worked out system had an excellent chance of finding its way into the government decrees, always provided the Justice Department approved.

The Distributor-Exhibitor Relations Committee and the Legal Advisory Committee joined ranks in submitting four other resolutions, all of them adopted on the convention floor and now ready for the consideration of the board of directors which unquestionably will approve them on Thursday.

The second resolution once again reflected the awareness of TV, an awareness which, incidentally, stalked this convention from its very outset. This resolution called upon the industry to swing over entirely to color "in the forthcoming year"—another way of saying as quickly as possible—and was designed to meet the advent of commercial color television. Reade said he had been informed that color will dominate television broadcasting in the next couple of years, S. H. Fabian of New York opposed the resolution as "ill-advised" and unnecessary if applied to every film made. Robert B. Wilby of Atlanta disagreed, maintaining blanket use of color was a natural development in production.

The third resolution objected "strenuously to the unrestrained, unbridled and unnecessary use of competitive bidding by distributors," taking the position there is no legal requirement for such a selling method and clearly suggesting the distributors were taking advantage of a situation available to them. The resolution also provided that where bidding is employed, that "there should be some reasonable rules and methods of procedure set up through joint conferences between the exhibitor organizations and distributors." Their nature was not defined.

Fourth was a resolution condemning the alleged distributor practice of seeking bids on pictures not made available for trade showing.

Reade charged 20th Century-Fox was attempting to get Thanksgiving dates on "American Guerrilla in the Philippines" "without providing theatre men an opportunity to see and evaluate the film."

Resolution number five concerned itself with complaints over National Screen Service and provided for appointment of a permanent committee to handle disputes. This committee will headquarter in New York. The lower half of the same resolution held it to be "unreasonable and unfair that producers-distributors 'force" National Screen to pay royalties on the film clips used in trailers on the ground this was nothing more or less than advertising material designed to help sell the same product for which the exhibitor already had bought from the distributor. Wilby estimated NSS paid producer-distributors about $1,250,000 annually in royalities. In seeking to eliminate the royalty system, TOA hopes to benefit either in a reduction in service charges or in trailer costs from NSS.

This afternoon's meeting, held under the chairmanship of Dale Danielson of Russell, Ark., also heard Myron Blank, as chairman, deliver a report of the committee on 16mm. competition. He said the situation generally was in hand and predicted virtual elimination of conflict between narrow and standard gauge film in the theatre field in the foreseeable future. However, he urged delegates to remain alert and report difficulties to TOA headquarters.

Reporting for the Committee on National Legislation, chairman A. Julian Brylawski of Washington, D. C., stated vigilance is being maintained and declared an intention of working closely with Nathan D. Golden of the Department of Commerce on the National Production Authority's restrictions against new theatre construction and the limitation of expenditures on theatre repairs.

Emil Bernstecker of Atlanta, chairman of the Committee on Public Relations, delivered an interesting manual on his subject. He cited the position of the exhibitor in his community and the need to maintain his public relations at a high level. He also was critical over the "misconduct" of Hollywood stars and described it as unfortunate that those operating at the local level can be injured by events over which they have no control.

A report on state and local legislation, made by Morris Loewenstein of Oklahoma City as chairman, emphasized the need for constant policing. He warned of the threat of increasing state and municipal legislation and a growth in tax-supported auditoriums which, he said, frequently enter into competition with local theatres. Exactly how his committee figured in it was not clear to many, but Loewenstein also embraced in an account of his stewardship, an endorsement of the government's ban on new theatre construction. New theatres were not required at this juncture, he observed.

Final report of the day was from Fabian, temporary chairman of the Committee on Organization and Membership. He acknowledged his group had been derelict in not activizing TOA's growth geographically.

TV 'Monopoly' Protest

Ottawa, Nov. 1. — The Canadian Association of Broadcasters, made up of 100 privately-owned radio stations across Canada, has informed Premier Duplessis of Quebec that it is opposed to the Canadian Broadcasting Corp. being given any "monopolistic" television transmitter privileges in Montreal.

TOA Delegates Rise In Honor of Jolson

Houston, Nov. 1.—Theatre Owners of America delegates paused during luncheon today to rise in a short silent prayer in memory of the late Al Jolson.

TOA Plans on TV

(*Continued from page* 1)

service of television in the theatre which will bring additional benefits to the public. Theatre owners should investigate these opportunities and participate in the development of television wherever possible it is appropriate. That exhibitors recognize the existence and growth of the new electronics medium and participate to the fullest extent in television both for the public and their own interests."

There are, however, many problems. One is the matter of channels. No one is willing to predict that the final determination of the Federal Communications Commission will be on this moot point. Exhibitors also feel the price of existing television equipment for theatres is beyond the financial capabilities of many, and certainly beyond the ken of the small operator.

An effort at ascertaining how many exhibitors would commit themselves to installations was attempted, but it got nowhere. Myron Blank of Des Moines wanted to know what kind of programs he would get before obligating himself. S. H. Fabian, of New York, already operating several houses with theatre television, declared programs will follow installations as prevailed in the early days of sound pictures. Sam Pinanski, TOA president, reported an unnamed manufacturer was prepared to turn out installations at a price under the current market—although no figures were ventured—provided exhibitors in substantial numbers would agree to buy them.

Wolfson announced the recently-formed National Exhibitors Theatre Television Committee had set an assessment of $25 per theatre to finance further research into theatre television. but added the assessment will be reduced below that figure for smaller houses. What it will be remains to be determined.

His committee also recommended a wider use of specially-made TV trailers and, in order to meet the cost of air time in metropolitan areas, that exhibitors, in groups, join hands with producers and distributors in apportioning expenses.

Probably, the keynote of the entire report, however, was found in this single sentence:

"It is recognized that television broadcasting can be of tremendous aid in stimulating attendance at the box-office."

The recognition is now an accomplished fact.

Delay Goldwyn Suit

San Francisco, Nov. 1.—The Sam Goldwyn versus Fox West Coast Theatres anti-trust suit has been ordered off the Federal Court calendar here by Judge Michael J. Roche, because of numerous postponements.

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MOTION PICTURE DAILY

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VOL. 68. NO. 87 NEW YORK, U. S. A., FRIDAY, NOVEMBER 3, 1950 TEN CENTS

TOA Wants More Say In Restricted COMPO

Ultimatum Demands an Increase in Directors; Activities Limited to Public Relations on National Level

By RED KANN

HOUSTON, Nov. 2.—As a price for remaining in the Council of Motion Picture Organizations, Theatre Owners of America wants a larger representation on the executive board and an agreement limiting the activities of COMPO to public relations at the national level.

Less than three hours after the TOA board of directors arrived at this decision, Ned E. Depinet, president of COMPO, rewrote portions of his scheduled speech to indicate a way perhaps will be found to meet the demand. After his speech, in reply to a question put to him by this correspondent, he went further in declaring, "I think it can be worked out."

Reflecting TOA's determination to stand by its position, however, one officer of the Association commented, "We've heard such speeches before. Now we want action."

TOA declared it was dissatisfied over the current structure under which each of COMPO's ten constituent groups has two representatives on the executive board. It took the position this was inadequate in that it disregarded the theatre interests which TOA represented, in numbers of theatres, their size and importance and location.

Under a rapid fire of questions, Gael Sullivan, executive director of TOA, stated his organization was content to function under COMPO's uanimous vote role. The purpose of larger representation, he said, was to give TOA a broader opportunity to get across its thinking and that the

(*Continued on page 4*)

Compo Protest On Building Ban Defended

Depinet Tells TOA Industry Prestige Hit

HOUSTON, Nov. 2.—Resentment at classification of the motion picture industry "as a non-essential, frivolous business to be bracketed with pool rooms, saloons and race tracks" was the "overall" motivation behind the Council of Motion Picture Organizations' protest against the government's theatre building ban, Ned E. Depinet, COMPO president, told the Theatre Owners of America convention today.

Ned E. Depinet

Depinet defended the action of Ar-

(*Continued on page 5*)

Nassour Calls For TV Investments

Independent producer William Nassour, who has been here from Hollywood with his producer-brother, Edward, for conferences with actor Paul Henreid in connection with their joint production deal, yesterday declared that "exhibitors of the nation should wake up and invest in theatre television."

Nassour's remark followed by

(*Continued on page 5*)

NEFC Relegated to Limbo at Fabian's Private Dinner

HOUSTON, Nov. 2.—National Exhibitors Finance Co. was relegated to the limbo of the forgotten during the Theatre Owners of America convention. Corporatively NEFC is a legal entity, but actively it is not, nor is it likely ever to be.

This is the project, spearheaded by S. H. Fabian of New York and other large theatre operators, formed for the purpose of producing motion pictures as a source of film supply supplementary to regular sources of supply from existing distributors.

The closing ceremonies took place

(*Continued on page 5*)

E-L Counterclaims In Kaufman Suit

In answers to the $500,000 action which Film Classics creditor-assignee Irving Kaufman filed in August in New York Supreme Court, Eagle-Lion has denied that the sum is owing under the agreement which led to the merger of E-L and FC to form Eagle Lion Classics. Supplementing the denials is a counterclaim charging that Kaufman and FC "have failed and refused" to pay

(*Continued on page 5*)

S. Dakota Owners Organize to Mull Admission Hikes

MINNEAPOLIS, Nov. 2.—Thirty South Dakota exhibitors met at the Marvin Hewitt Hotel at Huron, S. D., at the call of Leo Peterson, circuit operator, and formed a new association of state theatre owners. Peterson acted as temporary chairman and was unanimously chosen first president of the new organization.

Discussion at the first meeting was confined to purposes of the new association, with particular stress placed on state fire laws governing theatres, the advisability of increasing admission prices, and the election of officers.

It was brought out that a majority of the exhibitors present indicated a desire to hike prices but were uncer-

(*Continued on page 5*)

Symington Holds Out Hope For Building of Drive-ins

HOUSTON, Nov. 2.—The possibility that the construction of drive-in theatres might be permitted, provided exhibitors and manufacturers could prove that their erection would not interfere with the defense effort, was indicated today by W. Stuart Symington, chairman of the National Security Resources Board.

"If we made a mistake (in including drive-in construction in the amusement construction ban), we should be frank and admit it," Symington commented at a press interview which wound up the last business session of the Theatre Owners

(*Continued on page 4*)

Mayer and Myers to Address Boston Meet

BOSTON, Nov. 2.—The Independent Exhibitors of New England reports that the following four will address the one-day convention of the organization at the Copley Plaza Hotel on Dec. 5:

Arthur Mayer, executive vice-president of COMPO, Abram Myers, general counsel, the Council of Motion Picture Organizations; and Trueman Rembusch, president of national Allied, and Maurice Wolf of the department of public relations of Metro-Goldwyn-Mayer, New York.

Nat'l Allied Board Will Meet May 13-14

Kansas City, Nov. 2.—The spring meeting of the national Allied board of directors will be held in Kansas City on May 13-14, preceding the Kansas-Missouri Allied unit's annual spring convention, May 15-17. There will also be a drive-in theatre equipment show, it was disclosed here yesterday by O. F. Sullivan, president of Kansas-Missouri Allied.

Next TOA Conclave To Be Held in N.Y.

Houston, Nov. 2.—Theatre Owners of America's 1951 convention will be held in New York under the general convention chairmanship of S. H. Fabian, with Walter Reade, Jr., and George Skouras co-chairmen.

They will explore the possibility of holding a joint convention with TESMA and TEDA, thus the outcome of a three-way parley is left in the balance for future determination.

Personal Mention

JACK COHN, Columbia executive vice-president and home-office executives A. MONTAGUE, N. B. SPINGOLD, A. SCHNEIDER, JOSEPH A. MCCONVILLE and LEO JAFFE will arrive on the Coast today for studio conferences.

•

NORTON V. RITCHEY, Monogram-International president, will leave here today for Hollywood to attend the Nov. 8 board and stockholder meetings of Monogram-Allied Artists.

•

BARNEY BALABAN, Paramount Pictures president, will sail from Southampton tomorrow for New York, arriving here next Friday.

•

MRS. JAMES C. CAMP has been elected president of the Columbus and Franklin County Motion Picture Council for 1950-51.

•

PAUL HENREID, actor-producer, will return to Hollywood from here tomorrow.

•

EDWARD and WILLIAM NASSOUR, independent producers, will leave New York today for Hollywood.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, has returned here from Milwaukee.

•

RICHARD THORPE, M-G-M director, will leave Hollywood for New York and England on Nov. 13.

•

LOUIS NIZER, industry attorney and author, will be a guest on the ABC "Cliche Club" program on Sunday.

Heavy Ad Campaign Set for 'Harvey'

Universal-International's "Harvey" will be given the most extensive advertising coverage ever accorded a U-I picture, it was announced here by David A. Lipton, national advertising-publicity director, who is in New York conferring with home office sales executives on the release.

Twenty-seven of the nation's leading magazines, having a combined circulation of more than 63,000,000 and a readership of more than 205,000,000, will be utilized in the campaign on the picture. Additional advertising will be placed in all fan magazines, Sunday newspaper supplements and motion picture trade publications.

The national magazine campaign, which will extend over a three-month period, will get under way in mid-December.

Markle, Roman Join

John Markle and Murray Roman have joined Robert Stillman Productions as special exploiteers. They will leave here on Monday for Lincoln, Neb., and Wheeling, W. Va., to handle test engagements of Stillman's first independent picture, "The Sound of Fury," which is to be released by United Artists.

Allied Unit Lauds Hope's Film Tribute

Bob Hope's tribute to motion pictures and the nation's exhibitors, delivered on a recent radio broadcast, has brought expressions of appreciation from Allied Independent Theatre Owners of Iowa and Nebraska.

The current Allied Caravan newsletter of the organization contains this: "Thank you, Bob Hope. Allied has been most vociferous in the criticism of movie stars who when they get on the radio or TV belittle motion pictures. The other night Bob Hope closed his program with a talk that is just about the nicest thing that was ever said about the movies. With this week's mailing we attach a press release of his statement. Take this to your newspaper and ask them to run it. Also use it on the back of your calendars."

In the course of his remarks, Hope had said· "I can't help thinking that life would be pretty dull routine without the magic of Hollywood's magic lanterns. I'm mighty proud to be part of a great industry that gives so many so much pleasure for so little. Yes, sir, a dollar doesn't buy much of a steak any more, but that buck at the box-office is still a great bargain! You can't beat it."

To Salute Palace Overseas Troupe

The first unit of RKO Palace vaudeville performers to go overseas to entertain members of the United States Air Force at various bases throughout Germany will be honored at a special "bon voyage" ceremony at the RKO Palace on Broadway Sunday night. Col. Joseph F. Bangham of the U. S. Air Force will be on hand to pay tribute to the performers.

Harvey Stone and the following Palace regulars, Jackie Bright, Ruth Davis, the Appletons, Wells and the Four Fays, the Three Edwards Brothers, Bud and Cece Robinson and Tommy Hanlon, the eight acts that make up the RKO Palace Vaudeville Overseas Unit, will appear on the Palace stage to take part in a special salute marking their departure. The 21-day tour starts at noon Monday from LaGuardia Airport with Wiesbaden, Germany, the first stop.

Hughes Sues UA for 'Outlaw' Rentals

Howard Hughes has filed suit against United Artists in New York Supreme Court in connection with UA's distribution of his production, "The Outlaw." Hughes is seeking an accounting since Jan. 1, 1949 of funds allegedly received and held by UA.

Named to K.C. Board

KANSAS CITY, Nov. 2.—G. A. Schultz, president of the newly-organized Consolidated Agencies, has been made a director of the Motion Picture Association of Greater Kansas City. He replaces M. D. (Babe) Cohn, who died recently.

Windsor Considers Walbrook Appeal

Baltimore, Nov. 2. — The Windsor Theatre Co. is contemplating an appeal from the decision of Federal Judge Calvin Chesnut who exonerated Walbrook Amusement Co. in the Windsor's $600,000 anti-trust suit.

In handing down the verdict, Chesnut declared the evidence found no conspiracy between the distributors and Walbrook. He also said the Paramount case had not changed a ruling given by him 10 years ago in the Western case.

'Eve's' Third Week Tops First at Roxy

Twentieth Century-Fox's "All About Eve" will enter its fourth week at the Roxy here today, with a week's gross of $105,000 topping all third week marks set at the theatre in close to three years, it was reported yesterday. This figure is said to be 14 per cent higher than that recorded for the first week on the "scheduled performances" plan.

'Eve' Opens in Buffalo With a Big $2,200 Gross

BUFFALO, Nov. 2.—"All About Eve," playing on a regular basis, grossed $2,200 on its opening day at the Center Theatre, it was reported here yesterday. Previous 1950 high for an opening day at the house was $1,700 for "Cheaper by the Dozen."

Ads for the film were copied from Roxy ads in New York announcing the switch from the "scheduled performances" plan, although the picture had never been advertised as being shown on this plan in Buffalo.

2,825 Deals Closed on 'Cassino to Korea'

Paramount's feature documentary, "Cassino to Korea," has been set on more than 2,825 contracts signed in only four weeks of selling, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. Over 800 contracts were sent in last week.

Filmed under fire by Paramount News and Army Signal Corps cameramen, "Cassino to Korea" was produced by A. J. Richard and directed by Edward Genock.

Lippert Korean Opening

HOLLYWOOD, Nov. 2.—Lippert Productions' "Steel Helmet," dealing with U. S. Infantry in Korea, will be world-premiered in Seoul, Christmas week.

Joins Woolf's Company

LONDON, Nov. 2.—The Marquis de Casa Maury, builder of several theatres here and formerly associated with the J. Arthur Rank Organization, has joined the board of John Woolf's Independent Film Distributors.

Montague, Zukor In Stock Deals

WASHINGTON, Nov. 2.—Stock trading by officers and directors of film industry firms was exceptionally light during September, according to the Securities and Exchange Commission.

Only four motion picture companies showed any activity at all during the period bteween Sept. 11 and Oct. 10. They were:

Columbia: A. Schneider gave away 260 shares of common, leaving holdings of 8,466 common and options for 12,500 shares; Paramount Pictures: Adolph Zukor bought 500 shares of common, bringing his total holdings to 1,000; Translux Corp.: Robert L. Daine sold 500 shares of common, his total holdings in the company; Universal Pictures: Adolph Schimel bought 50 shares of cumulative preferred, bringing his holdings to 100.

Thomas A. Goldsmith, Jr., a director of Allen B. DuMont Laboratories, is listed as holding 3,100 shares of Class A common and five shares of five per cent cumulative preferred.

20th's Junketeers Back From Abroad

Five New York newspaper film critics who attended the Royal Command Performance of 20th Century-Fox's "The Mudlark" in London last Monday arrived at La Guardia Airport yesterday on a special TWA flight from Paris.

The party included Alton Cook, Leo Mishkin, Seymour Peck, Rose Pelswick and Archer Winsten. Justin Gilbert, who was also on the junket, remained behind to visit Rome. Accompanying the critics were Ira Tulipan and Meyer Hutner of the 20th Century-Fox home office.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREER GARSON - WALTER PIDGEON in
"THE NEW MINIVER STORY"
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

JUNE HAVER • WILLIAM LUNDIGAN
GLORIA DeHAVEN • DENNIS DAY • HARRY JAMES
in "I'LL GET BY"
Guest star appearances by
JEANNE CRAIN • DAN DAILEY
VICTOR MATURE • REGINALD GARDINER
COLOR BY TECHNICOLOR
in Person TEX BENEKE And His Orchestra
GEORGIE KAYE
JOEY GILBERT & ARLENE RUSSELL
EXTRA: THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

all about eve
20th Century-Fox
BETTE DAVIS · ANNE BAXTER · GEORGE SANDERS · CELESTE HOLM
ROXY 7th Ave. & 50th St.
plus STAGE SHOW!
CONTINUOUS PERFORMANCES

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Coming Events

Nov. 3-4—Paramount regional sales meeting, Dallas.

Nov. 7—Quebec Allied Theatrical Industries annual meeting, Windso[illegible]otel, Montreal.

Nov[illegible]—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Nov. 8-17—Westrex Corp. regional conference of export subsidiary managers, New York.

Nov. 11—National Coonference of Christians and Jews annual luncheon, Washington, D. C.

Nov. 12—Screen Actors Guild annual meeting and election, Hollywood Legion Hall, Hollywood.

Nov. 13—Variety Club of New England banquet, Hotel Statler, Boston.

Nov. 13-14 — Associated Theatre Owners of Indiana convention, Hotel Lincoln, Indianapolis.

Nov. 13-14—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention, Chase Hotel, St. Louis.

Nov. 13-15 — Independent Theatre Owners of Ohio convention, Netherland Plaza Hotel, Cincinnati.

Nov. 14—Allied Theatre Owners of New Jersey annual beefsteak dinner, Ritz Restaurant, Passaic, N. J.

Nov. 14—Allied Theatre Owners of Indiana testimonial dinner to Trueman Rembusch and Marc Wolf, Indianapolis.

Nov. 14-15—Allied Independent Theatre Owners of Iowa and Nebraska board and general membership meeting, Des Moines.

Nov. 16—Motion Picture Pioneers Mid-Century dinner, Hotel Waldorf-Astoria, New York.

Nov. 16-17—Council of Motion Picture Organizations executive committee meeting, Paramount Building headquarters, New York.

Nov. 16-17—Allied States Association committee meeting on U. S. Supreme Court decree changes, New York.

Lovejoy to M.C. at 'Breakthrough' Bow

HOLLYWOOD, Nov. 2.—Frank Lovejoy, star of Warner Brothers' "Breakthrough," will be master-of-ceremonies for radio broadcasts of the film's world premiere Sunday at Warner's Hollywood Theatre.

This is considered one of the few times when a dramatic star has "m.c.'d" a world bow of his own picture. The broadcast is to be looped into KFWB, the California State Network, Armed Forces Radio, and the street public address system.

'Born Yesterday' Preview

Columbia Pictures will hold a preview of its $2,800,000 production of the stage hit, "Born Yesterday," at the Museum of Modern Art Theatre here on Nov. 17. The picture stars Judy Holliday, Broderick Crawford and William Holden. It was directed by George Cukor.

Review

"Mrs. O'Malley and Mr. Malone"

(Metro-Goldwyn-Mayer)

A DIFFUSE and loose-limbed comedy-melodrama has been turned out in "Mrs. O'Malley and Mr. Malone." The story elements are of a familiar nature, yet they have been skillfully endowed with an impish humor that is the picture's redeeming charm. Patrons who go to the theatre to be diverted, and not to be emotionally or mentally involved, will be easily satisfied with this farce.

The O'Malley and Malone of the title are portrayed by Marjorie Main and James Whitmore respectively, she being a bumptious radio contest winner on the way to New York to collect, and he a raffish, creditor-hounded attorney. The paths of the pair cross on the train and that is where the fun really begins. Whitmore is out to collect $10,000 from an elusive ex-convict, Douglas Fowley, who is on the run. Also on board are Ann Dvorak, Fowley's alimony-seeking ex-wife; Dorothy Malone, Fowley's present flame; and Fred Clark, a detective.

When Whitmore finally does catch up with Fowley, the latter is a corpse. All of which entails some corpse-juggling activity by both Whitmore and Miss Main in order to deflect suspicion from themselves. Matters become even more farcically complex when Miss Malone is found murdered too, the remains winding up in Whitmore's train compartment. There follows some more corpse-capers, but evidence darkens for Miss Main and Whitmore. After they are taken into police custody, they break away from their captors, and in whirlwind sequence of events bring the real culprit to light.

Norman Taurog directed and William H. Wright produced. The screenplay, by William Bowers, was based on a story by Craig Rice and Stuart Palmer.

Running time, 69 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

Rule Out 'Treasure' Stunt As a Lottery

TORONTO, Nov. 2. — The authorities at Ottawa have ruled that the "Treasure Chest" stunt in connection with the picture "Treasure Island" is a lottery in contravention of the Canadian Federal Criminal Code.

An order issued at the Canadian capital abruptly halted the exploitation tieup for the Walt Disney film in which merchandise prizes were to be offered for "golden kcys" bearing lucky numbers. This stunt was used without question recently for the Canadian premiere of "Treasure Island" at the Famous Players Victoria Theatre here. But further exploitation along this line is apparently ruled out.

Heads Cleveland Lippert Branch

Reuben Perlman has been appointed manager of Lippert Pictures' Cleveland exchange, Arthur Greenblatt, general sales manager, announced. Perlman, formerly affiliated with David O. Selznick, Edward Small, Eagle-Lion, Republic, and Columbia, replaces J. E. Fontaine, who has been transferred to manage the company's Washington branch.

Open New WB Building

MEXICO CITY, Nov. 2.—Warner Brothers' new building, just completed across from the Reforma Hotel, was opened this week in an official house warming. Wolfe Cohen, Warner International Corp. president, came here from New York to officiate. John Jones, Mexican manager, and Armando Trucios, Pacific division supervisor, helped greet exhibitors from all parts of Mexico, and government dignitaries.

Consolidated Dividend

OTTAWA, Nov. 2. — Consolidated Theatres has declared a dividend of 10 cents a share on Class B stock and a dividend of 12 cents on Class A stock, both payable Dec. 1, to shareholders of record on Nov. 2.

Approve Gell's Deal

LONDON, Nov. 2.—Treasury and Bank of England consent has been given to the deal of William Gell's Monarch Films with Jack Schwartz, whercby the former will distribute here 22 Hollywood-made films in addition to "Guilty of Treason." The latter opened at United Artists' London Pavilion.

Most Firms Here to Observe Holiday

Employes at most major film company home offices will enjoy a half-holiday on Tuesday, Election Day, to exercise their voting privilege. M-G-M, 20th Century-Fox and Universal - International offices will be closed the entire day.

Companies closing at one P.M. are: Columbia, Eagle Lion Classics, Monogram, Paramount, RKO Radio, United Artists, Warner Brothers and the Motion Picture Association of America. Republic was undecided.

Canadian Exhibitors Plan Bingo Battle

OTTAWA, Nov. 2. — The Ottawa Theatre Managers Association has requested the support of the Ontario Motion Picture Theatres Association to fight Bingo games, which, it is charged, are seriously affecting theatre attendance. Contemplated is a test case in court.

The plan would have theatres stage Bingo games on game night by a telephone hookup, Bingo cards being sold by theatres apart from regular admission charges and played by patrons in their seats or in the theatre lobby.

If theatres are prosecuted under the Lottery Act, a test case by exhibitors would claim that if they are illegal in theatres they are also illegal as run by various clubs.

Mr. Music
sings with
DOROTHY KIRSTEN
in
Paramount's
16-star
Christmas
show!
DOROTHY KIRSTEN

Compo Issue Sparks Closing TOA Meet

TOA Demands Increase in Representation

(*Continued from page* 1)

present restriction to two members had made it difficult to marshal a true perspective of TOA's position.

It was Ted R. Gamble of New York who came up with the proposal. This gave him chairmanship of the committee named to handle it, a ten-man group. It significantly included Charles P. Skouras who has not been one of COMPO's most enthusiastic supporters. According to Sullivan, this committee has the job of working out an understanding before COMPO's executive board meets in New York Nov. 16 and 17. Reporters were considerably interested in learning how TOA can do it before COMPO's scheduled meeting. Sullivan calculated it was possible by conferring with Depinet, Arthur L. Mayer, COMPO's executive vice-president, and Robert Coyne, executive counsel. The assumption is that they, in turn, will canvass the remaining members of their executive board and strive for an overall understanding before the board meets, always provided TOA's demand can be met satisfactorily.

Various TOA officers have been making different statements about the Association's current status with COMPO. This resulted in confusion over whether or not the existing arrangement ran for one year or indefinitely. Statements have been made both ways. But today, Sullivan and Herman M. Levy, general counsel, said TOA had committed itself to membership for one year only; that the year, as reported in MOTION PICTURE DAILY earlier, had run out and that the interim period between expiration and a decision about the future did not make any difference because the decision, no matter what direction it takes, is at most a few weeks off.

Sullivan Replies

In reply to another question, Sullivan stated he had no idea of how many more board members TOA wants. This, he said, is a matter for the Gamble committee to work out. On yet another question, he said he would be prepared to submit a list of TOA's membership to COMPO to substantiate the position that the Association was entitled to more board members. He appeared confident, too, that such a list would outstrip any list Allied States might submit if that rival association determines it ought to have more representation, too; only the naive here would be surprised if Allied did not.

Whether it was because TOA's board of directors took the entire morning for its final meeting, or the crowded schedule which followed, the COMPO issue never reached the convention floor. Thus, under TOA's parliamentary rules, the body of the convention had to rely upon members of the board, or word-of-mouth for information on one of the most significant actions taken at the entire convention.

In his address, Depinet embarked upon no apologies. He acknowledged there were "bugs" in COMPO; that there have been some mistakes and that these will continue. But he also made it clear COMPO was not organized to usurp the prerogatives of any other existing organization, a fear which many TOA delegates here had voiced during the week. Admitting there has been criticism of the present arrangement of one director and one alternate representing each constituent group, Depinet indicated the matter might have been scheduled for discussion when the board meets even prior to the formulation of the position which TOA took today.

"As president of RKO, some of you may feel I am in a strained position. RKO theatres are not members of TOA nor national Allied," was one of his interesting observations.

"Perhaps they should have been. Our best advice in the light of the legal situation was to affiliate with no national association." He also reminded his audience that the first group consulted before COMPO was born was their own Association.

Walter Reade, Jr., Named

In the final stretches of the convention, Walter Reade, Jr., of New York was named chairman of the executive committee and Morris Loewenstein of Oklahoma City continued as its secretary.

A committee, headed by A. Julian Brylawski of Washington, was named to determine TOA's position on excess profits and to seek a hearing before the House Ways and Means Committee. Serving with Brylawski will be Ted R. Gamble, S. H. Fabian, Leonard H. Goldenson, of New York; Martin J. Mullin, Boston; and Gael Sullivan and Herman M. Levy of TOA.

By resolution, TOA voted to cooperate and colloborate with the European Association of Motion Picture Exhibitors, declared to represent 31,000 organized theatremen in five Western European countries. This alliance is designed to function as a clearing house of information.

Fabian to Chair

Under Fabian's chairmanship a committee was assigned the task of conferring with producers and distributors on the earliest possible elimination of the use of inflammable stock. TOA feels, once this is accomplished, there will be a chance to seek lower insurance rates and reduced film transportation.

The mid-winter meeting of the board, which determined all of these actions this morning, will be held in Washington at a date to be determined.

John Balaban, of Chicago, was chairman of the final combination luncheon-business session. Kroger Babb, of Hallmark Prod., recounted his experience with showmanship in Australia and was followed by Ted Lane, publicity director of Greater Union Theatres of Australia, who discussed exhibition "down under" and drew a picture of theatre operation there which in many respects was akin to the general experiences of American showmen.

Explains NPA Order

Nathan D. Golden, Department of Commerce official, who will administer the NPA order restraining new theatre construction, explained the directive and added exhibitors will be named shortly to advisory committees. He held out some encouragement to those seeking it by pledging his complete cooperation in meeting their problems. He pointed out no theatre had been compelled to close during the Second World War although he admitted the going had been rugged at times.

A tribute to the memory of the late Al Jolson in the form of a resolution signalized one of the closing pieces of business at the convention this afternoon.

The convention closed tonight with the customary banquet which was heavily attended. Robert J. O'Donnell presided and George Murphy was master-of-ceremonies. Governor Allen Shivers of Texas attended. The principal address of the evening was made by W. Stuart Symington, chairman of the National Security Resources Board.

THEATER PROPERTIES WANTED
Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.
LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

Text of TOA Resolution on COMPO; Ted Gamble Heads TOA Committee

HOUSTON, Nov. 2. — Here is the text of Theatre Owners of America's action on the Council of Motion Picture Organizations:

"That the president appoint a committee to meet with representatives of COMPO seeking to have COMPO reorganize itself along the lines of fairer representation and limiting its activities to public relations at the national level with the end in mind of said TOA committee reporting back to the board of directors of TOA for final approval."

The committee named is headed by Ted R. Gamble, New York. On it with him are Charles P. Skouras, Los Angeles; Robert J. O'Donnell, Dallas; Mitchell Wolfson, Miami; Sherrill Corwin, Los Angeles; E. D. Martin, Columbus, Ga.; Tom Edwards, St. Louis; Max Connett, Newton, Miss.; Arthur H. Lockwood, Boston and Robert B. Wilby, Atlanta. Gael Sullivan and Sam Pinanski are ex-officio members.

TEDA Protests NPA Construction Ban

Houston, Nov. 2.—A wire of protest against the ban on new theatre construction and severe limitation of remodeling has been sent to W. H. Harrison, National Production Authority administrator, by the Theatre Equipment Dealers Association. On behalf of TEDA, Ray Colvin has requested a hearing at which the equipment dealers may present their case.

Symington at TOA

(*Continued from page* 1)

of America convention. Questions by trade and lay press reports and Symington's answers were picked up by microphones and amplified so that all the delegates could hear.

Symington explained that amusement construction controls were imposed because credit for the purchase of new homes had been curtailed. Over-all home construction uses a great deal of materials and so had to be cut. It was thought undesirable that a person unable to raise the new down payment required for buying a home should see going up any type of building for amusement purposes.

"We plan to stay in a fluid position and will lighten up if we have gone or go too far," Symington remarked. Also, in connection with possible curtailment of television, he noted that industry now has a color problem. Again speaking generally, he said "I see no reason for curtailing anything not needed in the war effort."

Symington shares the views of many government officials that the film industry is of importance. With regard to his civilian defense work he said, "I do not think there is anything more important than getting the truth out and motion pictures and theatres play a most important part in doing that." He also remarked, "I believe the greatest struggle today is for the minds of men and that's why your own industry is so important."

Raw Films

So far as any control of raw film stock is concerned, Symington said he knew nothing of any shortage that would point up the need for restricting its use.

On the general topics of inflation and price control, he said that the administration plans to increase taxes and also increase production. While price controls could be imposed without wage controls, he thought that if price controls became necessary wage controls, would also be needed. The only exception would be if prices increased without any proportional increase in the cost of production.

Goldwyn Signs Writer

Samuel Goldwyn has signed Edward Newhouse to write the script of a forthcoming film, "I Want You," which deals with the mobilization of America's youth. Goldwyn also announced he has bought the screen rights to Newhouse's collection of *New Yorker* short stories, which will be published in book form next spring.

Depinet Says

(Continued from page 1)

thur Mayer, COMPO executive vice-president, who wired a protest and request for hearings to the National Production Authority, in answer to widespread resentment voiced here by TOA delegates, many of whom char[illegible] COMPO exceeded its authority in the matter.

The RKO president made another concilatory gesture to the TOA membership when he offered to "work out together some formula" which would correct the balance of representation in COMPO, which he admitted "is weighed heavily East of the Mississippi."

Referring to the controversial protest on the Federal building ban, Depinet said, "I am not sure we should not welcome a halt in theatre construction. In our minds, however, was the knowledge that many exhibitors planned new theatres to keep pace with new housing.

"We knew, or we thought we knew, that a restriction of renovation to $5,000 in one year would do violence to many exhibitors' programs of development. Over all, we resented being classed as a non-essential, frivolous business to be bracketed with pool rooms, saloons and race tracks.

Asks TOA Advise

"This particular issue may not be COMPO's business," Depinet continued. "Perhaps it is strictly in the province of exhibitor organizations. In the heat of an issue of this importance we felt that an added voice could help. Your association and others were immediately advised of the regulations. It is for you to tell us if our action was unwarranted or improper."

"We who are your selected officers in COMPO need instruction," Depinet said. "We need a complete definition of jurisdiction. There is no thought in anyone's mind of invading the field of any exhibitor organization, or any other organization."

In the earlier sections of his speech Depinet outlined the aims of COMPO, reported on its accomplishments to date and spoke confidently of its future.

The executive committee is to consider a nation-wide survey of the industry, to be conducted by a university, which would "make an exhaustive study of public attitudes toward every phase of our business."

Urgent Problem

"Most urgent of all," Depinet said, is the problem of increasing attendance at theatres, of winning back those former patrons who for one reason or another lost the movie habit. This is one of COMPO's first duties, and the COMPO staff and committee are tackling it energetically."

Depinet said the formation of exchange area committees is going ahead rapidly and emphasized that these groups must be elected locally and will be elected locally.

RKO Transfers Wieder

CLEVELAND, Nov. 2.—Alan Wieder, RKO Radio exploiteer covering the Cleveland-Cincinnati territory for the past eight months, has been transferred to Seattle to cover Seattle, Portland and Vancouver.

E-L Replies to Kaufman

(Continued from page 1)

E-L certain distribution fees stipulated in agreement dated last June 12.

Another counterclaim in the answers, which have been served on Kaufman and will be filed in State Supreme Court shortly, is that E-L is continuing to pay storage charges on prints of pictures owned by FC, the total of which at present is in excess of $1,600, and that no part of that amount has been paid to the defendant by the plaintiff or by FC.

E-L attorney Robert L. Augenblick has asked for a judgment dismissing the Kaufman complaint and judgment in the defendant's favor on its counterclaims "in such amounts as shall be found to be due from plaintiff together with interest and the costs of disbursements of the action."

"At no time," the E-L answers point out, "has plaintiff or Film Classics requested defendant to cease distribution of the (FC) pictures." E-L holds that the "moneys claimed by plaintiff in the complaint are the gross receipts received by defendant as a result of its distribution" of films. The "reasonable value" of defendant's services to FC is stated as being in excess of $145,000.

Since the original complaint was filed the following owners of FC releases have been admitted into the case as co-defendants: Discovery Pictures, Associated Artists, Albert J. Cohen Productions, Hecuba Holding Corp., and Realart Pictures. The court has taken under advisement, meanwhile, Colonial Productions' request that Kaufman be directed to show cause why he should not turn over to Colonial, a former FC producer, some $17,000 in alleged receipts from distribution of pictures.

The basis of Kaufman's claim is that FC is entitled to a greater share of distribution receipts from films turned over to ELC than that being paid.

Negotiations between ELC president William C. MacMillen, Jr., and Joseph Bernhard, ELC board chairman and FC president, looking to finalization of the ELC merger were discontinued pending settlement of the action instituted by Irving Kaufman.

S. Dakota Owners

(Continued from page 1)

tain as to the amount of the raise required to meet increasing operating costs. Inquiries disclosed that in several situations where Minnesota Amusement Co. had lowered prices there was no increase in attendance, and that in other situations where the circuit had hiked prices there was no drop in attendance or complaints from ticket buyers.

Willard Tammen, Yankton, said he had increased adult prices from 45 cents to 50 cents last spring, with no complaints, and contemplated another hike soon. Ivan Besse, of the Strand, Britton, increased adult prices 10 cents without any patron complaint, and George March said he had advanced prices at Vermillion without unfavorable comment.

Title of the new association is to be decided by a board of directors.

Officers elected to serve with Peterson were Willard Tammen, Yankton, vice-president, and Woody Praught, South Dakota district manager for Minnesota Amusement, secretary-treasurer. Elected to the board of directors were: Bert Johnson, Rapid City; Doug Chapman, Lemmon; George March, Vermillion and Huron; Ernest Schweigert, Miller, and Jane Hoover, Gettysburg.

Now Unaffiliated

The new South Dakota association is unaffiliated, and it was reported only four of the 30 exhibitors present at the Huron meeting were members of North Central Allied. Attendance of MAC's Praught at the meeting, and his election as secretary-treasurer, gives rise to speculation that the new association may affiliate with the Theatre Owners of America as NCA holds its ranks closed to affiliated theatres.

The old South Dakota Exhibitors Association, which worked closely with NCA, has been pretty inactive during the past two years, meeting only on rare occasions when NCA called a state meeting on a regional pattern for specific discussions.

Nassour on TV

(Continued from page 1)

a day the Theatre Owners of America's decision at its Houston convention to adopt an official policy favoring theatre video.

The Nassour brothers believe there is room for both home television and motion picture theatre TV entertainment insofar as the appetites of the public are concerned. Each medium will find its level, they maintained. Meanwhile exhibition should employ television to give theatres an added advantage in the competition for patrons, they hold.

Decrying the "narrow limits" of the Kinescope, the Nassours, who produce large numbers of television films, asserted that "all big TV shows eventually will have to be on film." The Nassours disclosed that they have orders to put 100 television shows on film during the next 12 months.

Joint Announcement

The Nassours and Henreid announced jointly that their new H-N Productions will start early next month filming its first picture, "For Men Only." Next summer Henreid will produce "Rendezvous" in Austria, and that picture also may "fit into the H-N program."

The Nassours, who may produce a picture abroad in order to use up some of their frozen currencies, hailed what they termed "the tremendous improvement" in the amount of remittances coming to the American industry from abroad. Henreid said that during his recent visit in Germany he learned that American pictures which individually earned as much as $100,000 there were the beneficiaries of 100 per cent remittances.

If Phonevision should get a "real break" it would "create havoc in exhibition," William Nassour believes. But, he pointed out, Phonevision by its very nature would require some 3,000 pictures a year, and the film industry of this country would be unable to accommodate the system with anything approximating that number.

Johnston Tells TOA Bigotry Is Folly

HOUSTON, Nov. 2.—Show business learned long ago it couldn't afford "the costly folly of bigotry," Eric Johnston, president of the Motion Picture Association of America, said today at the Theatre Owners of America luncheon here today.

Recently appointed general chairman of "Brotherhood Week," Johnston said he was glad that his first speech in that capacity was before a group of exhibitors.

"Show business has never held a man's nativity against him; or the color of his skin; or the way he knots his tie—or the religious faith he follows," he said. "Skill and talent are what count."

M-G-M Circulates 'Story' at TOA

HOUSTON, Nov. 2.—So that exhibitors may have a permanent record of what they heard and saw in "The M-G-M Story," four-reel subject outlining the company's forthcoming product, Frank Whitbeck, producer of the subject, has sent from Hollywood 500 copies of the continuity to be distributed at the Theatre Owners of America convention with the compliments of the company.

NEFC Relegated

(Continued from page 1)

at the private dinner hosted by Fabian at the Shamrock earlier in the week, at which were present approximately 30 important circuit heads, many of them coincidentally officers, directors or original sponsors of NEFC. Pretty well cloaked in secrecy as it was, nevertheless something of what took place did seep through. Fabian declared it proved impossible to raise the initial requirement of $2,000,000. About $1,250,000 was pledged and there it dropped. "I'm tired of it and its apparent you fellows didn't want it anyway," he is understood to have declared.

Mutual Interests

The dinner was not called for this express purpose. Fabian's invitation referred to a discussion of matters of mutual interest. These included the recent softening of theatre business which developed with the fall return of big radio and TV shows and the possibility that the drop might have been attributed to this. Expressed was the opinion that the situation might have been different if producers and distributors had made certain that a strong array of attractions had been released as an offset.

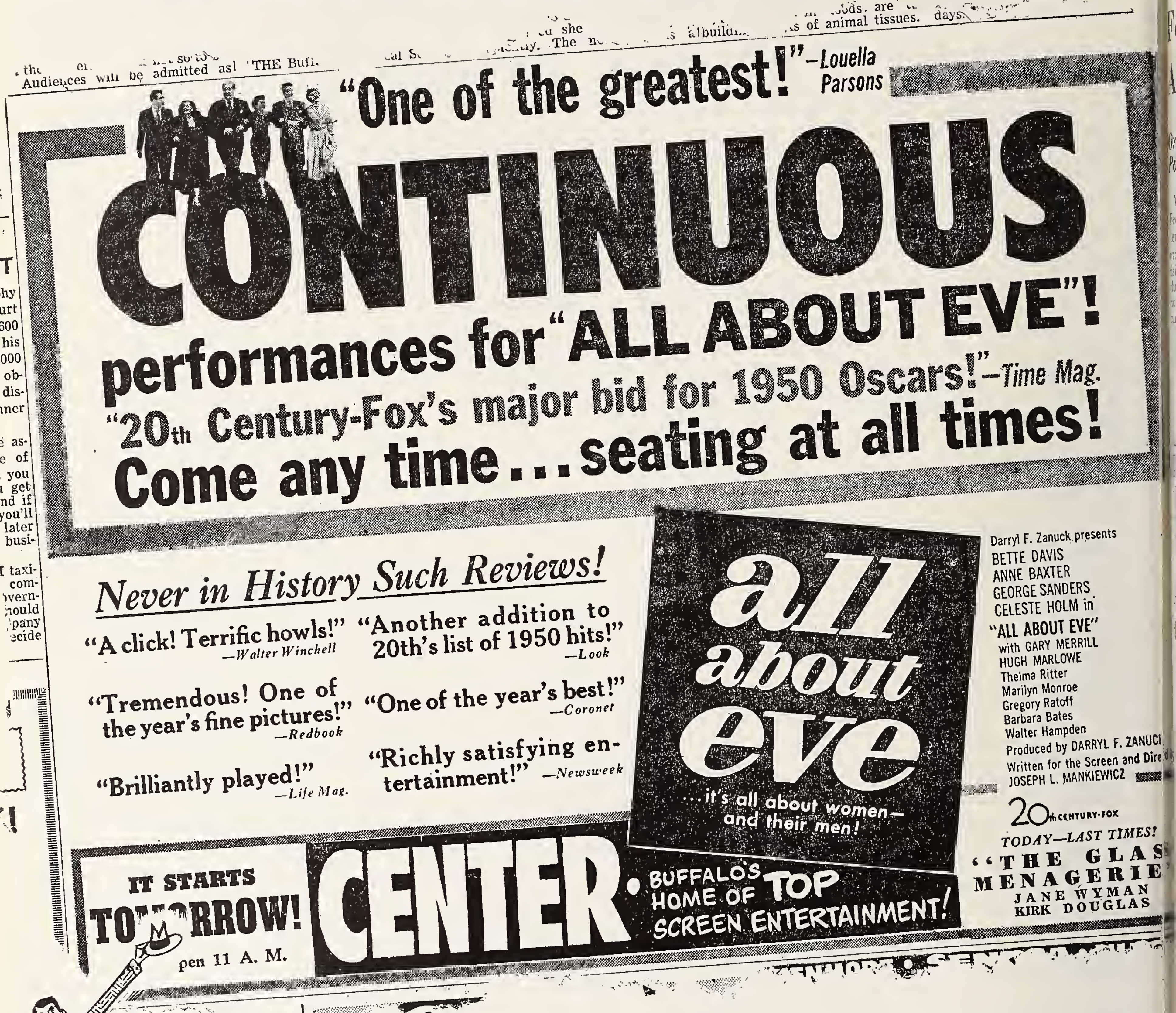
Underway is a plan to continue the informal discussions with a number of studio heads in Hollywood. Areas covered at such a get-together would include the need to make stronger attractions more often; release them at psychologically strategic periods of the year, with the same type of stories, at the same time.

Unrelated to TOA

The Fabian-sponsored move had no relation to TOA. It was a meeting of interests which evidently recognized they are faced with identical problems and which felt an exchange of views might at least bring about a partial solution.

LET 'EM KNOW IT'S CONTINUOUS

AND YOU WON'T BE ABLE TO HANDLE THE CROWDS!*



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Audiences will be admitted as 'THE Buff...

"One of the greatest!" —Louella Parsons

CONTINUOUS performances for "ALL ABOUT EVE"!

"20th Century-Fox's major bid for 1950 Oscars!" —Time Mag.

Come any time...seating at all times!

Never in History Such Reviews!

"A click! Terrific howls!" —Walter Winchell

"Another addition to 20th's list of 1950 hits!" —Look

"Tremendous! One of the year's fine pictures!" —Redbook

"One of the year's best!" —Coronet

"Brilliantly played!" —Life Mag.

"Richly satisfying entertainment!" —Newsweek

all about eve

...it's all about women— and their men!

Darryl F. Zanuck presents
BETTE DAVIS
ANNE BAXTER
GEORGE SANDERS
CELESTE HOLM in
"ALL ABOUT EVE"
with GARY MERRILL
HUGH MARLOWE
Thelma Ritter
Marilyn Monroe
Gregory Ratoff
Barbara Bates
Walter Hampden
Produced by DARRYL F. ZANUCK
Written for the Screen and Dire...
JOSEPH L. MANKIEWICZ

20th CENTURY-FOX

TODAY—LAST TIMES!
"THE GLASS MENAGERIE"
JANE WYMAN
KIRK DOUGLAS

IT STARTS TOMORROW!
Open 11 A. M.

CENTER • BUFFALO'S HOME OF TOP SCREEN ENTERTAINMENT!

* Hats off to James Eshelman, United Paramount Theatres, Buffalo, for a great showmanship ad that brought out crowds to break the record-breaking "Cheaper by the Dozen" opening!

There's No Business Like 20th CENTURY-FOX Business!

DO NOT REMOVE

FIRST
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

VOL. [illegible] NO. 88 NEW YORK, U.S.A., MONDAY, NOVEMBER 6, 1950 TEN CENTS

FTC Ban Hits Four Trailer Ad Companies

Order Ends Exclusive Pacts of Year or More

WASHINGTON, Nov. 5. — The Federal Trade Commission has ordered the four largest companies producing and distributing advertising films to stop entering into exclusive-screening contracts with motion picture theatres if the agreements run for more than a year.

Under these contracts, exhibitors agree not to show any advertising films other than those furnished by the contracting advertising film company.

The Commission found that when such an exclusive contract ran for more than a year, it constituted an unreasonable restraint on competition, and so violated the FTC act. Exclusive-screening contracts of less than a year, the Commission said, were legal, since the advertising film companies

(*Continued on page 4*)

Ask Modification of Open Books Ruling

SALT LAKE CITY, Nov. 5.—Distributor plaintiffs in a percentage suit versus S. L. Gillette, Tooele, Utah, exhibitor, have filed a motion for modification of Federal Judge Willis Ritter's order of Nov. 1 permitting inspection of certain records of the distributors in the Salt Lake City branch exchanges, and the matters involved in this ruling will be reargued shortly.

Judge Ritter has also signed an order permitting the distributors to audit Gillette's records back to Jan. 1, 1941. With the inspection order previously granted the distributors last March, this makes a total audit period of over nine years.

At the argument of the motion for an additional audit period this October, the distributors also brought on

(*Continued on poge 2*)

Harper Advances to M-G-M Circuit Sales

Richard A. Harper, who has been an aide to William F. Rodgers, M-G-M distribution vice-president, for the past two years, has been promoted to circuit sales representative. His activities will embrace several national circuits which have headquarters in New York.

Allied Threatens A Veto of COMPO Change

UA Situation Seen Reaching Climax Within Two Weeks

The expectation, undocumented but widely held in New York financial circles, is that United Artists' current financial and management perplexities will be resolved within the next two weeks. The preponderance of opinion is that the situation not only will be settled by then but on a basis favorable to the future of the company.

No particulars of an official nature

(*Continued on page 4*)

Coast Wage Meet Is Due This Week

HOLLYWOOD, Nov. 5.—Hollywood AFL Film Council chairman Roy Brewer indicated at the weekend that he is arranging a meeting between unions and talent guilds and the producers' labor committee to propose voluntary wage increases by the latter. The meeting is planned for the latter part of this week.

Although labor contracts in effect

(*Continued on poge 2*)

Myers Holds TOA Demand for Regional Representation on Board Would Give It 'Dominance'; Predicts Use of Veto

WASHINGTON, Nov. 5.—Allied States Association will probably veto any plan to reorganize on regional lines the executive board of the Council of Motion Picture Organizations, Allied general counsel Abram F. Myers indicated today.

The Theatre Owners of America at their Houston convention last week adopted a resolution calling on COMPO to reorganize in this manner.

"Unquestionably the regional representation idea is to give TOA more influence," Myers said in commenting on the TOA action. "You can be sure Allied will be against any proposal to upset the present balance or give TOA or any of its people domination in COMPO."

Asked whether this meant Allied would veto any reorganization plan which it felt would mean increased influence for TOA, Myers said, "Certainly we'll use our veto."

Myers pointed out that Allied's board of directors ratified participation in COMPO only on the basis of the present organizational set-up, and that any change would have to go back to the board.

"I do not believe the board for one minute would participate in any organization where TOA is given greater influence than anyone else, merely to appease it. Allied is interested in a public relations project where all interests have an equal voice and which functions by unanimous consent. We are against any appeasement of dissident elements by granting special favors."

There is nothing to prevent TOA from naming its representatives to COMPO from the West Coast or any other re-

(*Continued on page 4*)

Extended Run Plan Set for U's 'Harvey'

Universal-International will place its high-cost production "Harvey," starring Jimmy Stewart, in general release starting with the Christmas to New Year's week. It will lead off with extended key city runs at popular prices.

The decision was made following a series of meetings of home office and sales executives of the company called to set the sales policy on the multi-million dollar production.

In announcing the policy, W. A. Scully, vice-president and general sales manager, and Alfred E. Daff,

(*Continued on poge 4*)

Para. Sets Nine Winter Releases; 'Samson' Is One

New Contract Marks Quimby's 25th Year

Fred Quimby has signed a new term contract to continue as head of the M-G-M short subjects department and producer of M-G-M Technicolor cartoons. The occasion marks the 25th anniversary for the veteran producer.

He joined M-G-M in 1926 to organize its then new short subject department after beginning his career in this field with Pathe in 1913. He was appointed general manager of Pathe in 1920. He entered show business as a theatre owner in Missoula, Mont.

DALLAS, Nov. 5.—"Samson and Delilah," set for Jan. 15, and eight other major films, will go into general national release in the first four months of 1951, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced at the company's regional sales meeting here at the Stonleigh Hotel. Attending were branch managers, sales supervisors and field men representing the Central, South-Central and Western divisions.

Schwalberg emphasized that company policy now calls for the release of at least two "A" pictures a month. In addition to "Samson," Paramount has scheduled for January: "Branded," a Technicolor Western, and "The Goldbergs." Others are:

February: Hal Wallis' "September Affair, and "The Great Missouri

(*Continued on page 4*)

Copyright Experts Reach Agreement

WASHINGTON, Nov. 5.—Copyright experts from 15 countries reached agreement over the weekend on a proposed international copyright convention and decided to ask all the countries in the world to send a delegation to a conference early in 1952 to ratify the new agreement.

The experts worked on the proposed convention for the last two weeks, meeting under the sponsorship of

(*Continued on page 2*)

NEWS in Brief . . .

EAGLE Lion Classics' general foreign manager Sam L. Seidelman has arranged for ballplayer Jackie Robinson to fly to Puerto Rico with Mrs. Robinson for a personal appearance at the Paramount in San Juan, flagship house of the Cobian Circuit, for the opening of "The Jackie Robinson Story."

•

San Francisco, Nov. 5. — San Francisco and Seattle branches each are the winners of $1,000 in Lippert Productions' first testimonial collection drive honoring general sales manager Arthur Greenblatt.

Los Angeles and Portland took second place, getting $750 each; Dallas and Denver, third place, $500 each; Salt Lake City and Detroit, tie for fourth place, $250 each.

•

ALBANY, Nov. 5.—Maximum effort in exploitation, advertising and publicity was urged at meeting of Schine Circuit zone managers and bookers in Gloversville. The Thursday meeting was held in the interest of the "On Your Mark, We're Set to Go" campaign. General manager Gus Lampe presided. Speakers included: Louis W. Schine, Seymour L. Morris, Bernard Diamond, William Kraemer, and Lampe.

40 Foreign Aides to See 'Breakthrough'

HOLLYWOOD, Nov. 5.—Official representatives of 40 foreign governments, led by Dr. Yi-Seng Kiang, Consul General of China, and Dean of the Los Angeles Consular Corps, will attend the formal world premiere of "Breakthrough" on Wednesday at Warner's Hollywood Theatre.

The diplomats will join stars, military leaders and war correspondents in viewing the film.

A representative of the United Nations will officially attend the premiere. He is Mogen Skot-Hansen, whose official title is United Nations Representtive to the Motion Picture Industry. The U.N. flag also will fly over a Hollywood premiere for the first time Nov. 8.

Hike Admissions in B & K Loop Houses

CHICAGO, Nov. 5.—Balaban and Katz have increased morning bargain prices at their Loop theatres from 50 to 55 cents until 1 P.M. Other prices remain the same. The Oriental followed suit on morning prices, and the RKO Palace and Grand will do likewise tomorrow.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Election Day, a legal holiday.**

Personal Mention

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative for 20th Century-Fox, will arrive today at the Coast for production conferences with DARRYL F. ZANUCK.

•

FORTUNAT BARONAT, Universal-International foreign advertising-publicity director, has left here for Rio de Janeiro to set up advance arrangements for the U-I South American sales convention which starts there Nov. 13.

•

LEON J. LEVENSON, American Theatres candy and vending machine department manager, has been appointed to the advisory board of the Boston Committee of Adult Education.

•

WILLIAM LUNDIGAN, 20th Century-Fox actor, will be the guest of honor at the TOA of Kansas and Missouri's annual convention in St. Louis, Nov. 13-14.

•

JOHN WILDBERG and LESLEY STORM, producer and author, respectively, of "Black Chiffon," will leave here tomorrow for Hollywood for conferences with producer SOL LESSER.

•

DAVID A. LIPTON, U-I national director of advertising and publicity, returned to California over the weekend from New York.

•

BERNARD JACON, Lux Films vice-president, will leave here today for Los Angeles, San Francisco and New Orleans.

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Produecrs, has returned to New York from Atlanta.

•

GEORGE C. RICE, veteran B. and K. and Great States manager and city manager in LaSalle, Ill., for the last four years, has become film director for station WBKB.

•

BILL ARNOLD, Southern zone manager for Hallmark Productions, has resigned from the company to enter business for himself.

•

HAROLD HENDEE, RKO Radio research director, will speak today before the Fashion League of New York.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, returned here at the weekend from Buffalo and will leave for Boston today.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, and H. M. RICHEY, exhibitor relations head, are due here from Houston today.

•

RUSSELL HOLMAN, Paramount Eastern production head, returned here over the weekend from London and Paris.

•

KENNETH MACKENNA, M-G-M Coast story editor, is here from Hollywood.

•

OLIVER STRATTON, Paramount Coast purchasing agent, is here from Hollywood.

Coast Pay Bid Meet

(*Continued from page* 1)

are not openable for wage scale adjustments until 1951, union and guild executives feel that producers who reportedly already have made voluntary increases in certain instances, should be disposed to make voluntary revisions upward in view of the extreme living cost rise and against the possibility that the government may shortly freeze wages.

The contention that company earnings statements have been better than was anticipated at the time the present contracts were written also figures in union and guild thinking.

Copyright Experts

(*Continued from page* 1)

UNESCO. Motion pictures would be included with other "works of art," under the copyright guarantee.

US representatives at the conference accepted the provision of the proposed convention and will recommend that the US approve it. Should the US ratify the agreement, it would mark the first time our government has accepted any copyright pact outside the Western hemisphere.

Final agreement was facilitated when the US delegation agreed to give up our traditional insistence that books, films, and other works of art imported into the US be registered with the Library of Congress. The other countries then agreed to accept the basic US Copyright principle that each country should treat foreign copyright owners as it would treat its own nationals.

TV Production Hits New All-Time High

WASHINGTON, Nov. 5.—Television receiver production hit an all-time high in October, according to figures released today by the Radio and Television Manufacturers' Association.

Ask Modification

(*Continued from page* 1)

for hearing their objections to various of the interrogatories propounded by the exhibitor defendant, and all the distributor objections to the exhibitor interrogatories were sustained by Judge Ritter.

At the hearings last March when distributors were granted their original inspection of defendant's theatre records, U. S. Judge Tillman D. Johnson at the same time denied all countermotions by the exhibitor defendant, which included motions to dismiss for lack of jurisdiction, to dismiss as to a corporate defendant, and to make the complaint more definite and certain.

Newsreel Parade

THE assassination attempt on President Truman is highlight in all the current newsreels. Other items include the passing of George Bernard Shaw and sports. Complete contents follow:

MOVIETONE NEWS, No. 89—Assassins shot in attempt to kill President Truman. Film memoirs of George Bernard Shaw. Sports: tennis goes glamorous.

NEWS OF THE DAY, No. 219—Assassination attempt on the life of President Truman shocks the nation. Film memories of George Bernard Shaw.

PARAMOUNT NEWS, No. 22—Attempt on President Truman's life. George Bernard Shaw, 1856-1950. The 22nd Bomb Group arrives here from Korea.

TELENEWS DIGEST, No. 44-B — Attempted assassination of President Truman. The revolution is quelled in Puerto Rico. Attempt to assassinate Puerto Rican governor.

UNIVERSAL NEWS, No. 401—President Truman escapes assassination. Columbia class rush. German cycle classic. Sports: underwater show.

WARNER PATHE NEWS, No. 24—Foil attempt to assassinate President Truman. Some 30 killed as Puerto Rico quells revolt. UN assembly defies Soviet. Football.

Disney TV Show Set For Christmas Day

HOLLYWOOD, Nov. 5.—Walt Disney personally and a large number of his cartoon characters will appear in an hour-long television program Christmas Day, sponsored by Coca-Cola, over 62 TV stations, it was announced here.

Discussing his single-shot appearance, Disney said, "This is not beginning a regular television series for me, but it's an experimental effort to reach millions who might otherwise never see our motion pictures. I feel TV can do a terrific job for us in marketing motion pictures, and that our Christmas Day show will help prove this conviction."

The show, to be filmed in advance, will also feature Bergan and McCarthy.

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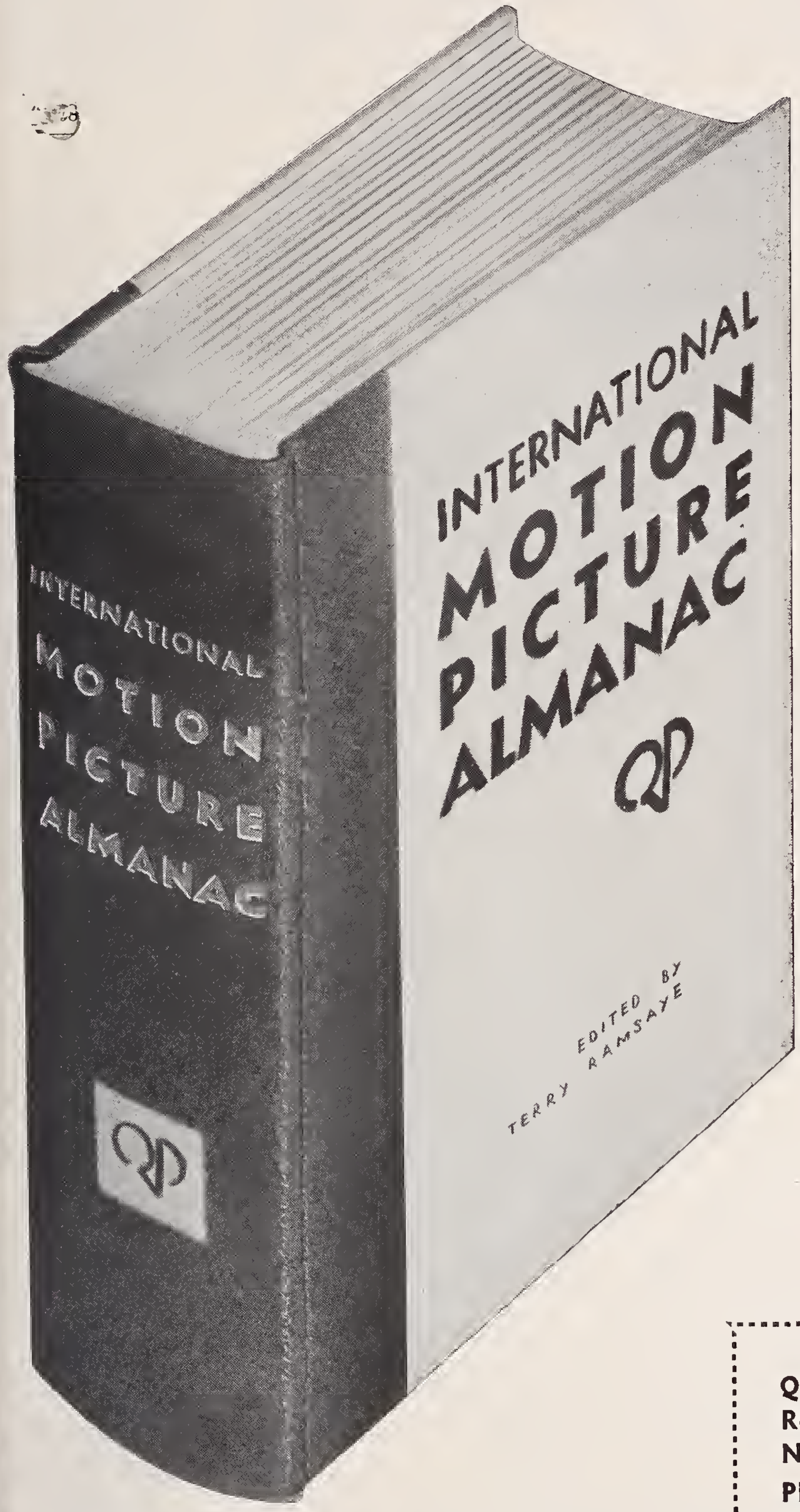
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UA Status

(*Continued from page* 1)

were available and, abetted by the customary silence of the company's present management, new crops of rumors spread unchecked.

Basis for the optimistic opinions appeared to be that the company's 12,000 shares of treasury stock, representing 60 per cent of the outstanding UA shares, will be sold to one or another of four or five groups now actively or passively studying the UA situation.

Another Eventuality

However, another school of thought holds to the belief that the Paul McNutt-Frank McNamee-Max Kravetz group may be confronted with a default on interim performance terms of their option on the 8,000 shares, or 40 per cent, owned by Mary Pickford and Charles Chaplin. In such an eventuality, this school points out, Miss Pickford and Chaplin might recover their shares and dispose of, or reoption them, to a new group.

Both sides discount recent Hollywood reports that Miss Pickford and Chaplin had agreed in meetings with McNutt there two weeks ago to revise the terms of the option to an extent which would make the company more attractive to new financial interests. In fact, officials of several New York banks identified with motion picture financing flatly denied reports that they had held any discussions on the matter of UA financing.

Heller's Denial

In Chicago, Walter Heller, whose factoring company has frequently been linked with reports concerning new UA financing, said such reports are incorrect "at the present time." Associates of Heller's indicated that his interest, in the future, if any, would be limited to a participation with others in a much broader program which, they felt, UA itself would have to come up with.

Edward Nassour said at the weekend prior to departing for the Coast that he and his brother, William, were invited by UA to make certain participation deals. The Nassours made no commitments, however, and Edward said he will return here in two or three weeks for further talks with the UA management.

Still another report linked the new Sam Katz-Stanley Kramer producing partnership with the UA developments, believed to be reaching their climax. It was officially stated, however, that while retaining some interest in UA despite their disconcerting experience in dealing for control of the company last summer, no new bid has been made.

Katz and Kramer had agreed with the UA board of directors last July on a deal for purchase of the 12,000 treasury shares only to learn through the press that Miss Pickford and Chaplin had optioned their 8,000 shares to the McNutt group. The UA board of directors had been left equally in the dark by the company owners concerning the McNutt deal.

Joins Syd Gross

Richard L. Geist, public relations director of Rockaways' Playland, has joined Gross-Evans Associates, Inc., as secretary-treasurer.

Review

"Pancho Villa Returns"

(Hispano Continental Films, Inc.)

PANCHO VILLA, romantic Mexican revolutionary, has been brought to life again in a picture filmed in the land of his birth with Leo Carillo in the role of the beloved patriotic general. Primarily a love story, the film was produced, directed and written by Miguel Contreras Torres. Carillo's is the only marquee name in the cast.

A farmer, Rodolfo Acosta, and his bride-to-be plan, to marry over the objections of a local politician when news comes that the President has been murdered. Acosta escapes when the local bigwig sets up an opposition party and joins the revolutionists. The former becomes Villa's loyal aide until he hears that his financee (Esther Fernandez) is marrying their enemy. He deserts his men to rescue her and faces a court martial when Villa arrives in town. However, before sentencing him to death, Villa allows him to marry.

Running time, 95 minutes. General audience classification. Release date, not set.

Allied Threatens COMPO Veto

(*Continued from page* 1)

gion it feels has been neglected, Myers declared.

"TOA can send its directors from the West as well as the East," he said. "It can name Charles Skouras instead of Sam Pinanski or Gael Sullivan if it's so worried about the West Coast being represented. But tearing the structure of COMPO apart to take care of something like that can lead only to disaster."

The TOA convention named Ted R. Gamble chairman of a committee which includes Skouras, instructing them to meet with COMPO officials in an attempt to work out an agreement on larger representation on the executive board. The meeting would be sought for a date in advance of the scheduled COMPO executive board session in New York, Nov. 16-17.

If the plan is defeated, TOA presumably would withdraw from COMPO. If it succeeds, it now appears that Allied would withdraw. This possibility was pointed out by *Motion Picture Daily* on Oct. 10 in reporting the consideration being given the idea of regional representation on the COMPO board.

At Houston last week, Ned E. Depinet, COMPO president, said he thought the plan could be worked out.

As another condition for remaining in COMPO, TOA's convention asked that COMPO activities be limited to public relations at the national level. TOA's one-year approval of COMPO expired recently and presumably will not be renewed pending the outcome of an agreement on the two important issues.

Para. Sets

(*Continued from page* 1)

Raid," Nat Holt's Technicolor film.

March: "Quebec," in Technicolor, and Bob Hope's "The Lemon Drop Kid."

April: "The Redhead and the Cowboy," and "Something to Live For."

The Paramount sales chief said that meetings such as this one at Dallas (comprising James J. Donahue's Central division; Duke Clark's South-Central division and George A. Smith's Western division) are the most effective way of exchanging ideas between the home office and the field. Schwalberg added that the full value of this meeting will be realized only after the assembled branch managers and sales supervisors pass on the ideas discussed in Dallas to their salesmen, bookers and other branch employees.

Schwalberg also discussed drive-ins, group selling, the need for aiding small, independent exhibitors and also for observing all trade practice provisions of the anti-trust decree.

Special Children's Shorts Shows Are TV Competition, Morgan Says

CHICAGO, Nov. 5.—Special children's film shows built around selected short subjects are proving to be effective competition for juvenile-keyed daytime television programs, according to Oscar A. Morgan, Paramount's general sales manager for short subjects and Paramount News.

Morgan is now touring the company's branches in U. S. and Canada.

'Harvey' Policy

(*Continued from page* 1)

vice-president and newly appointed head of world sales for U-I, said it is consistent with the currently successful exhibition practices advocated by exhibitors and is expected to produce record domestic revenue for the picture, topping the company's previous high-grosser, "The Egg and I."

In settling upon the policy, the company abandoned an earlier idea of roadshowing it. The percentage terms to be asked for the picture were not disclosed, but U-I executives scoffed at one earlier report putting the figure at 70 per cent.

"There is no need to dignify such a report with a denial," one stated. "We are in business for the future, not just for today."

Award Consideration

"Harvey" will have a limited engagement at the Carthay Circle, Hollywood, in late December to qualify it for Academy Award consideration. It will open at the Astor, New York, early in January at popular prices. The company will back the key city openings with its most intensive advertising, publicity and promotion campaigns.

'Mines' Wins Awards

M-G-M's "King Solomon's Mines" has been named the "Picture of the Month" by the *Christian Herald*. The film is scheduled to follow "The Miniver Story" into the Radio City Music Hall.

74 From Hollywood Entertain Wounded

Hollywood, Nov. 5. — The Hollywood Co-Ordinating Committee revealed that 13 player units, totaling 74 screen personalities, have entertained Korean wounded at Fairfield-Suisun Air Base in the past month. Trips will be continued on a twice-weekly basis as long as needed. the Committee announced.

Trailer Ads

(*Continued from page* 1)

needed some assured screen time in order to sell prospective advertisers.

The FTC order applies to Reid H. Ray Film Industries, Inc. (formerly Ray-Bell Films, Inc.), St. Paul; Alexander Film Co., Colorado Springs; United Film Service, Inc., Kansas City; and Motion Picture Advertising Service Co., Inc., New Orleans.

Original Complaint

The original complaint against the four companies was issued early in 1947. Extensive hearings were held in various parts of the country, and an FTC trial examiner recommended the course of action finally taken by the Commission itself today.

Chairman James M. Mead wrote the opinion for the majority of the Commission, and Commissioner Lowell B. Mason filed a dissenting opinion. Mason said trailer ads were particularly a source of income to small theatres and that any restriction on their right to lease screen time might represent the difference between profit and loss.

The order not only bars new exclusive-screen contracts running for more than a yaer but also orders the companies to end existing exclusive-screening contracts that have more than a year still to go. The Commission emphasized, however, that it was not in any way restricting the right of the film companies to enter into contracts for terms of more than one year on a non-exclusive basis.

Commission's Findings

As of Aug. 1, 1947, the Commission found, one or another of the four companies had exclusive contracts with approximately three-fourths of the 12,676 U. S. theatres then showing advertising films.

While contracts between the film company and theatre ranged from one year or less to five years, a one-year contract has become standard for agreements between the film companies and the advertisers, the FTC said.

In his dissent, Mason emphasized that the Commission had not objected to the exclusive character of the contract but rather to the contract's length. "Trailer ads are a source of income to small theatres," he said. "The large and powerful movie house disdains to use such films. As a consequence, any restriction on the right to lease screen time affects only small businessmen."

As a final point, Mason said that Ray-Bell had only 458 leases out of a probable 12,676 and a possible 20,306, or less than 4 per cent of the market. "Ray-Bell has a long way to grow before its competitors need fear it will grown into a monopoly," he declared.

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VOL. 68 NO. 89 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 8, 1950 TEN CENTS

Compo Protest On NPA Ban Is Explained

Aimed at $5,000 Repair Limit; Low Category

Clarifying his stand against the National Production Authority's building restrictions order, Arthur L. Mayer, executive vice president of the Council of Motion Picture Organizations, states his objections had been centered on that part of the order which restricted the repair and renovations of theatres to an annual cost of $5,000 and put motion picture theatres in the same classification as dance halls, gambling establishments and night clubs.

Mayer clarified his position in a wire to L. S. Hamm, president of the California Theatres Association. Hamm had wired that the California organization was not in agreement with the COMPO protest as his theatre group felt that the NPA ruling should be "loyally supported by our industry" and that a hearing

(*Continued on page* 4)

Election Day Take Aids NY 1st-Runs

Election Day and New York's first cool fall weather, ushered in by drenching rains on Saturday, gave Broadway first-runs a slight upturn in grosses but with business still far from spectacular. New openings reacted best, but "All About Eve" at the Roxy continued to lead the parade.

(*Continued on page* 5)

No 'Forced Selling' By Salesmen: Beznor

Milwaukee, Nov. 7.—Attempts to blame salesmen for "forced selling" are "untenable" and merely "sidestep responsibility," Colosseum of Motion Picture Salesmen's counsel David Beznor said in a letter to distrbutors' sales managers. Referring to statements at Allied's recent national convention that any salesman engaging in "forced selling" would be fired, Beznor pointed out that film salesmen have no incentive for "high pressure methods" as they are paid straight salaries.

$20,000,000 Plan For Independents' Financing Killed

Because an insufficient number of Society of Independent Motion Picture Producers members have indicated willingness to make available to Bankers Trust Co. fiscal and statistical information which was required, the $20,000,000 independent production finance plan formulated by SIMPP and the bank has been abandoned. The decision to abandon the plan was reached at a conference here between SIMPP president Ellis G. Arnall and Alex H. Ardrey, executive vice-president of Bankers Trust, it was reported yesterday by Arnall.

Abandonment of the SIMPP plan, together with the decision in Houston last week by executives of National Exhibitors Finance Co. to forego its $10,00,000 financing plan for independent production, means that within a period of about 10 days long-pending

(*Continued on page* 4)

Fox Asks FCC View on TV

Washington, Nov. 7.—Twentieth Century-Fox has asked the Federal Communications Commission whether it plans any ruling putting film companies at a disadvantage compared with other firms in applications for television stations and frequencies, and has requested extensive hearings and arguments should the FCC be leaning toward such a policy.

The request, it was reliably learned, was made in a letter sent to FCC chairman Wayne Coy by Fox counsel Kenneth Royall. The Motion Picture Association is considering backing up the Fox letter, it was reported. and other film companies, including Para-

(*Continued on page* 4)

Mono. Obtains Bank Loan for Production

Under terms of a new loan agreement signed with the Security First National Bank of California, Monogram expects to obtain bank funds aggregating six to eight million dollars for production during the current production year.

The company will have available a direct bank credit of $1,200,000, it is announced by Steve Broidy, president, and in addition will have the right to guarantee bank loans limited

(*Continued on page* 4)

UPT Meeting Votes On Stock Options To Officers, Others

A special meeting of stockholders of United Paramount Theatres has been called for Dec. 15 to vote on the issuance to officers and employes of options to purchase an aggregate 250,000 shares of the compan's common stock.

Under the plan, already approved by the UPT board, an option on 75,000 shares would go to Leonard Goldenson, president, and options on 12,500 shares each would go to Walter Gross, vice-president and general

(*Continued on page* 4)

Baker Named Studio Head

Hollywood, Nov. 7.—Jack E. Baker, who has been associated with Republic and its subsidiaries for 25 years, has been elected vice-president and studio manager in charge of all production and studio operations, it was announced here by Republic president Herbert J. Yates. Baker, who succeeds Allen Wilson, resigned, has been in charge of the studio production department for the past six years. Prior to coming to the Coast, he was head of Republic's Consolidated Film Industries plants at Ft. Lee, N. J.

Robert V. Newman, formerly assistant to Wilson, also was elected a vice-president, and was promoted to

(*Continued on page* 5)

Branton Resigns to Enter TV Field

Des Moines, Nov. 7.—G. Ralph Branton, general manager of Tri-States Theatre Corp. for 18 years, has resigned to devote full time to his interests in Motion Picture Television Productions, Inc. of Hollywood. Branton will leave immediately for Hollywood. A. H. Blank, Tri-States president, said no one will be appointed to replace Branton. Dale McFarland, chief film buyer and booker for the firm, will be advanced to assistant to the president.

COMPO PLAYING POLITICS: ALLIED

Allied Ratified Compo As Is, Not as TOA Plans It, Myers Says

By J. A. OTTEN

Washington, Nov. 7.—Leaders of Allied States Association are "good and tired of the way the Council of Motion Picture Organizations insists on playing politics all the time—the reaction is very strong."

Abram F. Myers

This is the warning from general counsel Abram F. Myers, commenting still further on the demand of the Theatre Owners of America that COMPO be reorganized to give increased voice to regional groups and on the apparent willingness of COMPO lead-

(*Continued on page* 5)

To Take Up Fair Trade Practice Code

It is regarded as "inevitable" that the board of the Council of Motion Picture Organizations at its meeting here Nov. 16-17 will discuss, at least informally, recent efforts toward the establishment of an industry fair trade practice code with the cooperation of the Federal Trade Commission.

(*Continued on page* 5)

First Acceptance for Meeting of Censors

Toronto, Nov. 7.—O. J. Silverthorne, chairman of the Ontario Board of Censors, has accepted an invitation from Dr. Hugh M. Flick, director of the motion picture division of the New York State Department of Education, to attend the first conference of state censors of the USA which is scheduled to be held on Dec. 6-7 at New York City.

Dr. Flick attended the first national conference of Canadian censor boards at Toronto Oct. 2-4.

Personal Mention

IRVING HELFONT, M-G-M home office assistant to GEORGE A. HICKEY, Western sales manager, has returned here from a three-week visit to Portland, Seattle and Canadian branches.

●

AL TAMARIN, United Artists home office publicity executive returned to his desk here yesterday with his two broken wrists, sustained in a bicycle accident, just about mended.

●

JERRY PICKMAN, assistant to MAX E. YOUNGSTEIN, Paramount's advertising-publicity vice-president, is in Hollywood from New York for studio conferences.

●

HAROLD BOXALL, managing director of London Film Productions, and MRS. BOXALL, will leave here today for Europe aboard the *S. S. Queen Elizabeth*.

●

JULES K. CHAPMAN, Eagle Lion Classics' supervisor of exchange operations, has left here for a five-week tour of exchanges West of Chicago.

●

PHIL REISMAN, president of RKO Radio International, will sail from England for New York on the *S. S. Queen Elizabeth* Nov. 16.

●

HUGH OWEN, Paramount's Eastern and Southern sales manager, is in New Orleans for a regional sales meeting.

●

FREDERIC MARCH was the guest of WINS radio commentator MARTIN STARR on his "Broadway Starr Dust" show here yesterday.

●

CHARLES A. SMAKWITZ, Warner Theatres zone manager in Albany, is co-chairman of the Albany County Heart Committee.

●

MURRAY SILVERSTONE, president of 20th Century-Fox International, is due back in London from Paris Nov. 14 prior to returning to New York.

●

JOHN FLORY, president of Flory Films and formerly on Paramount's production staff, has joined Eastman Kodak as advisor on non-theatrical films.

●

HERMAN M. LEVY, Theatre Owners of America general counsel, has been reelected secretary of the New Haven County Bar Association.

●

BURT ORDE, of *Redbook* magazine, will leave here for the Coast tomorrow.

●

ALBERTO WALKER, manager of M-G-M in Colombia, is in New York for a two-week visit.

●

GEORGE WELTNER, president of Paramount Pictures International, will arrive here from Europe on Friday.

Harvard Opens Film Ad Exhibit Today

Cambridge, Mass., Nov. 7.—The Harvard Business School, under the leadership of Professor Neil H. Borden, is sponsoring the exhibit, "Fifty Years of Motion Picture Advertising," beginning tomorrow.

The exhibit, prepared by 20th Century-Fox, will continue for two weeks and will be shown by the Boston University School of Public Relations and Communications later, together with the manuscript of Terry Ramsaye's "Million and One Nights."

B-K Asks Court to Modify Decree

CHICAGO, Nov. 7.—The hearing on Balaban and Katz' petition to modify the Jackson Park decree by amending the two-week limit on films in the Loop began before Federal Judge Michael Igoe.

Attorney for B. and K., Alfred Teton, said the Jackson Park decree should be modified because: the procedure for distributing films in the Loop is different from what it was in 1945; B. and K. no longer is a member of Paramount; B. and K. no longer had the monopoly on playing pictures that it had in 1945; B. and K. no longer has the only first run houses in the Loop; B. and K. must compete for films in an open bidding system just as other theatres do; and there are not enough good films to fill B. and K. theatres during the year with the present setup.

Tom McConnell, Jackson Park attorney, said that the reason there was no monopoly in the Loop was because of the Jackson Park decree and to amend it meant the return of monopoly. According to the decree, he said, B. and K. can play films in the Loop as long as they want providing they release the films to the Jackson Park Theatre within two weeks after their opening. "The Jackson Park Theatres," he said, "has only 1,488 seats and they can hardly draw away the business from movies shown in the Loop."

David A. Coulter, 80, Dies in Indianapolis

INDIANAPOLIS, Nov. 7.—David A. Coulter, veteran Indianapolis theatre man and realtor, died in St. Vincent's Hospital here on Nov. 3. He was 80 years old.

Coulter built the Ohio Theatre in downtown Indianapolis and operated it for many years.

Irish Award to Tracy

Spencer Tracy has been awarded the Catholic Stage Award of Ireland, marking the first time that a screen actor has been so honored. The award, in the form of a bronze statuette of Saint Patrick, is for achievements in the cause of entertainment.

To Honor Army at 'Breakthrough' Bow

First Army officers, heroes of the Normandy campaign of World War II, and wounded veterans of the Korean fighting, will be among honored guests at next Thursday evening's New York premiere of Warner Brothers' "Breakthrough" at the Strand Theatre here.

Heading the list of Army officers will be Lt. Gen. Willis D. Crittenberger, Commanding General of the First Army, Lt. Gen. Clarence R. Huebner, who commanded the 1st Division at Normandy, and Maj. Gen. Willard G. Wyman, who was Deputy Commander of the Division at Normandy and is now Chief of Staff of the First Army.

The film will begin its regular New York first-run engagement immediately following the special Army premiere.

Premiere Parade Is Set For WB's 'Breakthrough'

HOLLYWOOD, Nov. 7.—Army and Marine marching and motorized units will be on hand here for the world premiere of Warner Brothers' "Breakthrough" at the Hollywood Theatre tomorrow.

British Producers Seek French Pact

LONDON, Nov. 7.—Having ratified the reciprocal agreement with the Italian Film Producers Association, the British Film Producers Association, with the government's aid, now is aiming at a readjustment of the Anglo-French position.

Arrangements have been made for meetings in Paris, Nov. 20-22, to discuss joint production, location work in France and distribution problems with French producers. The British delegation will be led by Sir Duff Cooper, Britain's former Ambassador to France, and participating will be Miss Elizabeth Ward, a senior officer of the Board of Trade's film division, and secretary of the Films Council.

Meanwhile, Dr. Renato Gualline, president of the Italian Film Producers Association, has arrived here from Rome by plane for informal talks on the mechanics of the agreement.

Kramer's 'Cyrano' to Open on Two-a-Day

Stanley Kramer's 'Cyrano de Bergerac," starring Jose Ferrer, will have its American premiere at the Bijou Theatre, here on Thursday, Nov. 16, when it opens for an extended two-a-day, reserved-seat engagement. Prices for all performances, except the opening, will be scaled at $2.40, $1.80 and $1.20 for evenings, and $1.80, $1.50 and $1.20 for matinees. All prices include tax. Extra performances will be held on Saturdays, Sundays, and holidays at 5:30 P.M., with a late show every Saturday night. Prices for these extra performances will be the same as the matinee scale of prices.

NEWS in Brief . . .

AN advertising campaign embracing full-page and double-spread ads which will reach 140,000,000 magazine readers has been scheduled by Warner Brothers to announce James Cagney's return to song-and-dance in "The West Point Story," the actor's first musical since he made "Yankee Doodle Dandy" eight years ago.

●

Following receipt of a cable from the Puerto Rican government, the "junket" in conjunction with the projected world premiere in San Juan of Stanley Kramer's "Cyrano de Bergerac" has been cancelled. Though conditions on the island are said to have returned to normal, "it was felt that festivities of the character planned would be out of keeping, following so closely upon the tragic events of the past week."

●

Until RCA has completed its research work, it will not be able to make models of its tri-color picture tubes for television available to others, Frank M. Folsom, president of RCA, said in a letter to the Federal Communications Commission in Washington.

●

Hollywood, Nov. 7.—Robert Lawrence, New York studio manager of Jerry Fairbanks Productions for two years, has been appointed a vice-president of the video film organization and named to head all Eastern production, the producer revealed here yesterday.

●

HOLLYWOOD, Nov. 7.—James C. Petrillo's American Federation of Musicians has withdrawn all instrumentalists from the Monogram studio, charging that the company violated that provision of its musicians contract restricting the use of sound track music to motion picture theatres. The union claims that sound track music of Monogram pictures was used over television.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREER GARSON - WALTER PIDGEON In
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A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

JUNE HAVER • WILLIAM LUNDIGAN
GLORIA DeHAVEN • DENNIS DAY • HARRY JAMES
In
"I'LL GET BY"
Guest star appearances by
JEANNE CRAIN • DAN DAILEY
VICTOR MATURE • REGINALD GARDINER
COLOR BY TECHNICOLOR
In Person
TEX BENEKE
And His Orchestra
GEORGIE KAYE
JOEY GILBERT & ARLENE RUSSELL
EXTRA: THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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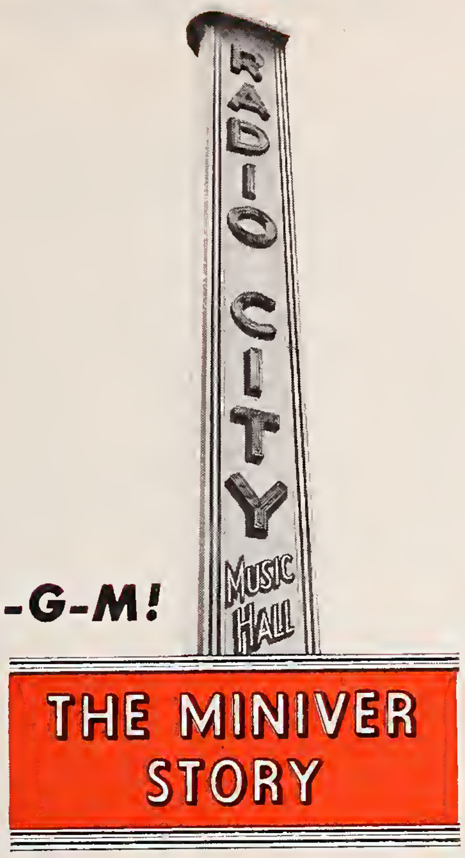
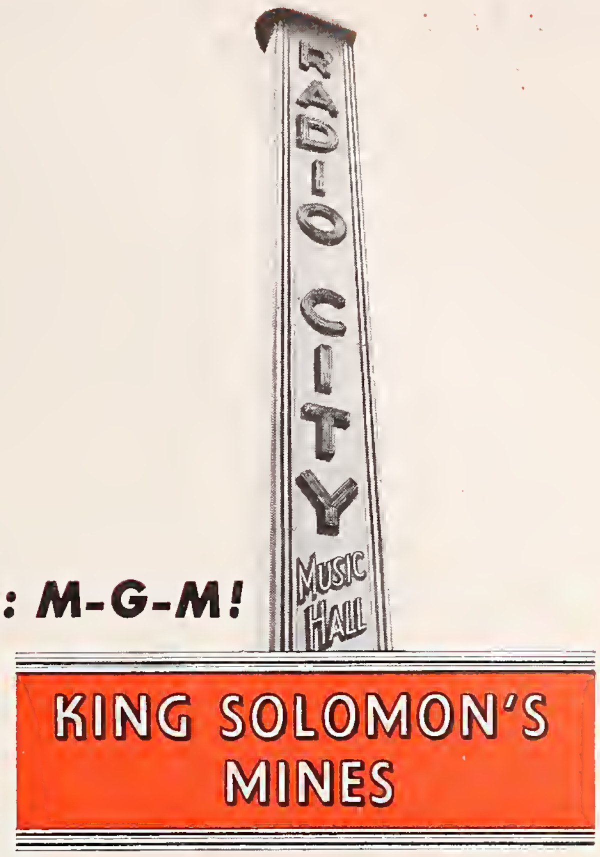
MUSIC HALL OF FAME!

Now: M-G-M!


RADIO CITY
MUSIC HALL
THE MINIVER STORY

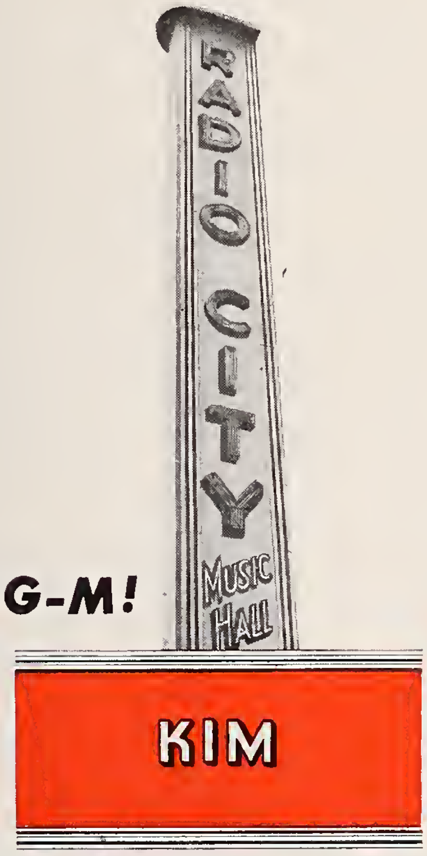
M-G-M presents GREER GARSON • WALTER PIDGEON in "THE MINIVER STORY" co-starring JOHN HODIAK • LEO GENN • with Cathy O'Donnell • Reginald Owen and Henry Wilcoxon • Screen Play by Ronald Millar and George Froeschel Based on characters created by Jan Struther • Directed by H. C. POTTER • Produced by SIDNEY FRANKLIN

Next: M-G-M!


RADIO CITY
MUSIC HALL
KING SOLOMON'S MINES

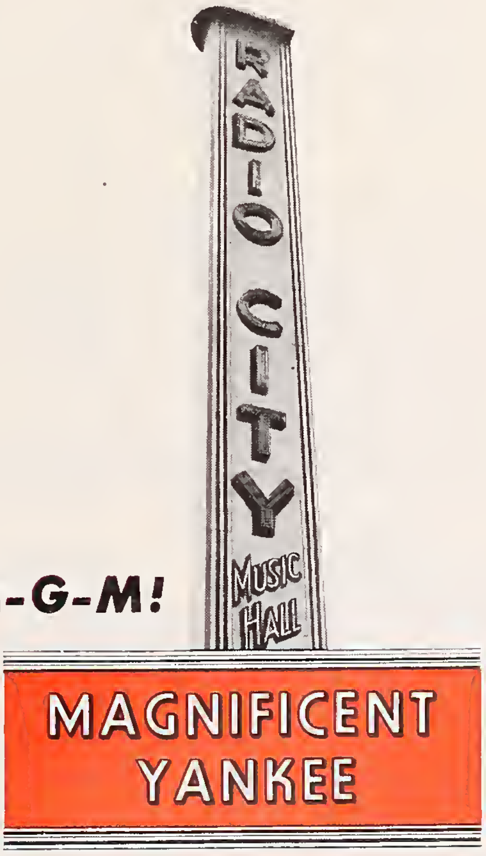
M-G-M presents "KING SOLOMON'S MINES" starring DEBORAH KERR • STEWART GRANGER • with Richard Carlson • Color by TECHNICOLOR • Screen Play by Helen Deutsch • Based on the Novel by H. Rider Haggard • Directed by COMPTON BENNETT and ANDREW MARTON • Produced by SAM ZIMBALIST

Next: M-G-M!


RADIO CITY
MUSIC HALL
KIM

M-G-M presents Rudyard Kipling's "KIM" starring ERROL FLYNN • with DEAN STOCKWELL • Paul Lukas • Robert Douglas Thomas Gomez • Cecil Kellaway • Arnold Moss • Laurette Luez Color by TECHNICOLOR • Screen Play by Leon Gordon, Helen Deutsch and Richard Schayer • Directed by VICTOR SAVILLE Produced by LEON GORDON

Next: M-G-M!


RADIO CITY
MUSIC HALL
MAGNIFICENT YANKEE

M-G-M presents "THE MAGNIFICENT YANKEE" starring Louis Calhern • Ann Harding • Written by Emmet Lavery • Based on his play produced by Arthur Hopkins • Directed by JOHN STURGES • Produced by ARMAND DEUTSCH

For the first time! Four pictures in a row from one company at Radio City Music Hall. They're just a few of M-G-M's 24 Hits From Now Till May! On every Film Row they're talking M-G-M and here's proof positive from the World's Largest Theatre.

THE PROOF IS IN THE
PRODUCT

Fox-FCC

(*Continued from page* 1)

mount, are also concerned and may follow suit.

The Royall letter said motion picture firms were worried over reports that the FCC was considering classifying motion pictures as a competing media to television. Presumably, if this were done, film companies would be at a disadvantage in getting into television, for in all proceedings where a film company and one or more non-film companies were applying for a license, the decision would automatically go against the film company whenever all other considerations were equal.

This is the policy the FCC laid down some time ago as regards to newspapers seeking radio or TV licenses. Significantly, however, the earlier newspaper policy was made after lengthy hearings and other proceedings.

Long Delay Seen

Royall said these reports, plus the long delay in the FCC's expected decision on what to do about the anti-trust records of film companies and other TV and radio applicants, led to "grave concern that the FCC might adopt a policy which would place a motion picture applicant at a disadvantage in a comparative proceeding involving non-motion picture applicants. Such a policy might also be confused with the matters in the anti-trust proceedings," Royall said, and added that since Fox felt it had much to offer in the development of all phases of television, it requested a full industry-wide hearing before the FCC finally adopted any such ruling.

Though theatre television is not directly involved in the "competing media" question, which is more a question of television broadcasting, the industry firms, it is understood, fear that this new policy, plus an adverse or doubtful decision on the anti-trust question, could react badly on the industry's request for exclusive theatre TV frequencies.

TWA TWA TWA TWA
Now you can fly direct to
LONDON
(Non-Stop)
and GERMANY
by
TWA
Only TWA offers one-airline service from 60 U. S. cities to the major capitals of Europe.
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Across the U.S. and overseas... you can depend on
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Review

"American Guerrilla in the Philippines"

(*20th Century-Fox*)

THAT fragment of Worlld War II history encompassing the period from the fall of the Philippines to the Japanese to the eventual return of General MacArthur has been dramatized in exciting human terms in "American Guerrilla in the Philippines." There is a certain pictorial vividness to the production which has been filmed in Technicolor. With Tyrone Power and Micheline Prelle in the lead, the picture shapes up as attractive entertainment of general audience appeal.

The story opens as eight American crew members of a shattered torpedo boat make their way amid a hail of bullets to the Philippine shore under the leadership of Power, an ensign. Bent on going to Australia to be re-assigned, Power manages to wangle a sailboat and assemble a motley crew. This mission is eventually thwarted by the stubborn seas and the men wind up on the island again. It is at this juncture that Power and his remaining group decide to stay in the Philippines and organize guerrilla resistance.

This forms the dramatic backbone of the picture. For years the guerrillas carry on warfare against the enemy, relying all the time on guts, ingenuity, and the hope of MacArthur's return. A romantic thread has been woven into the proceedings involving Miss Prelle, a French inhabitant of the island, and Powell. When Miss Prelle's husband, Juan Torena, is presently killed by the Japanese because of his help to the Americans, the way naturally is paved for the romantic fulfillment of Miss Prelle and Power.

There are times when the screenplay by Lamar Trotti, based on Ira Wolfert's novel, moves rather on the leisurely side. But this is compensated by bursts of furious action and tension. Others in the cast include Tom Ewell, Bob Patten and Tommy Cook. Fritz Lang has directed the Trotti production with a good sense of pictorial qualities.

Running time, 105 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

$20,000,000 Plan

(*Continued from page* 1)

plans to raise $30,00,000 to finance independent production collapsed.

The SIMPP-Bankers Trust plan envisaged the creation of an equity corporation with $10,000,000 capital for investment in independent production. Funds which would have been made available to producers by the corporation were to have been for second-money and completion financing, with individual banks supplying the first-money as at present. Ardrey had indicated that Bankers Trust was desirous of investing about $10,000,000 first-money.

The plan proposed by Ardrey and approved by SIMPP at a Coast meeting last May, resulted in the delegation by Arnall of SIMPP's George Bagnall to begin collecting the financial statistical information out of which a research body was to compile complete records on all pictures produced by SIMPP members and other interested independents during the past 12 years, from inception to final grosses.

The plan's demise was sealed when Bagnall reported this week to Arnall.

UPT Options

(*Continued from page* 1)

counsel; Robert Weitman and Edward Hyman, vice-presidents and Robert O'Brien, secretary-treasurer. The option price would be 95 per cent of the market value on the day the stockholders approve the plan and the options would be exercisable in whole or in part over a seven-year period.

An additional 50 UPT employes, to be designated by a directors' committee consisting of John Coleman, E. Chester Gersten and Goldenson, could be given options, up to a maximum of 10,000 shares to any one, out of the remaining 125,000 shares.

The notice to stockholders lists the following salaries for the UPT officers conecrned, for 1950: Goldenson, $156,000 and $25,000 expenses; Gross, Weitman, Hyman and O'Brien, $44,200 and $5,000 bonuses.

Gerber, Adams Head Variety Tent No. 11

WASHINGTON, Nov. 7. — Morton Gerber, of District Theatres, has been elected new chief barker of Variety Club Tent No. 11. Gerber will take office on the first Monday in January. He succeeds Wade Pearson.

Other officers elected were: Jerry Adams, first assistant chief barker; Sam Roth, second assistant; Victor Orsinger, property master.

Mono. Bank Loan

(*Continued from page* 1)

to $500,000 to its producers. The agreement runs for one year and is revolving in form, which will enable Monogram to finance the announced production scheduled by the company and Allied Artists.

Banks participating with the Security First National Bank in the credit are: California Bank of Los Angeles, Guaranty Trust Co. of New York and The Bank of Manhattan, of New York.

Mono. Stockholders Meet Today to Elect Board

HOLLYWOOD, Nov. 7.—The annual meeting of Monogram stockholders will be held here tomorrow at the company's offices. A 10-man board of directors will be elected.

Nominated by the management are: W. Ray Johnston, incumbent chairman; Steve Broidy, president; vice-presidents George D. Burrows, Edward Morey and Norton V. Ritchey and Herman Rifkin, Howard Stubbins, Charles Trampe, William Hurlbut and Arthur C. Bromberg.

THEATER PROPERTIES WANTED
Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.
LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

Compo-NPA

(*Continued from page* 1)

would cause publicity that "would create an unfavorable public reaction."

Mayer's telegram follows:

"I appreciate your wiring me as apparently there is considerable misunderstanding of our protest to the NPA which we are eager to participate. Realizing as you do that our business should not appear to be in the position of opposing the national defense effort, we centered our protest against the specific part of the NPA order that restricts structural repairs and renovations at $5,000 annually. It appeared to us that such a restriction might inflict serious hardship on many theatres without any compensatory benefit in the saving of critical materials for the purposes of national defense. At the very least we felt that we should have the same privilege now being extended to television and radio interests of arguing about regulations before, rather than after, they had been issued and making a study of what the savings of critical materials proposed by the order would amount to.

Cooperation Asked

"We are constantly being asked to cooperate with government and quasi-public agencies in the distribution and exhibition of films connected with the present emergency and to make theatres community centers for the dissemination of information and the maintenance of public morale. We welcome these opportunities for public service, but if we are to perform them adequately we should not be classified with dance halls, gambling establishments and pool rooms, but are entitled to the same respect and treatment that are being extended to other media of communication.

"I would appreciate your conveying the contents of this wire to your members and advise me if they are not in accord with this action as we are only the servants of the industry and, strongly as I feel in this matter, I must of course be guided by the industry's wishes."

One Crescent House Affected By Ban; Four Others Continue

NASHVILLE, Nov. 7.—Although the ban on theatre construction will delay the building of a theatre in Fayetteville that the U. S. District Court has just given them permission to build, Crescent Amusement can go ahead with three houses in Nashville and one in Columbia. The Nashville houses are the Tennessee, Princess, and Green Hills theatres. The Polk is the Columbia house.

Kermit C. Stengel, executive vice-president, stated: "Much of our building program, planned over several years, has already been completed or started. Only two or three tentative projects are affected." Crescent already has a theatre in Fayetteville.

FOR QUALITY OF WORKMANSHIP
Look For This Label
PHOTOGRAPHED BY MEMBERS OF LOCAL 644
I A T S E 644

NY Grosses

(Continued from page 1)

Third week business, under continuous performances, totaled $105,000, topping the opening week under scheduled performances. The fourth week is expected to draw $92,000, which is very good.

"I'll Get By," at the Paramount, with Tex Beneke's band on stage, concluded an excellent first week yesterday with $73,000 taken in. Another opener, "Rocky Mountain," drew $25,000 over the weekend, with $50-000 due for the week.

Another newcomer is "Harriet Craig" at Loew's State, which is racking up a pretty good $38,000 for its first week.

At the Music Hall, "The Miniver Story" was helped by a $20,000 house yesterday and today's gross should enable it to reach a second and final week with $102,000; "King Solomon's Mines" opens there tomorrow, with ballerina Patricia Bowman starring on stage.

'To Please a Lady'

At the Capitol, "To Please a Lady" is ending its run with a fairly strong $50,000 expected, with Billy Daniels and others presented on stage; "Devil's Doorway" will open there tomorrow. "Two Flags West" closed a run of slightly less than four weeks at the Rivoli, with $12,000 grossed in the final stanza; "Undercover Girl" opened there yesterday.

"Trio" is still doing very well at the Sutton, the off-Broadway showcase, with a healthy $14,800 in sight for a fourth week. "Louisa" continues slow at the Mayfair, where a modest $14,500 is expected for a second week.

"State Secret" at the Victoria is expected to gross $12,500 in a mild sixth week, while at the Bijou "Red Shoes" is moving along steadily in its 107th week to a satisfactory $6,000. "Edge of Doom" ended a 13-week stay at the Astor with a mediocre $9,000; "An American Guerrilla in the Philippines" opened there yesterday. "Deported" is having a mild first week at the Criterion, with $17,500 expected, but it will hold.

Roxy Books 'Mudlark' For Christmas Week

"The Mudlark," 20th Century-Fox British-made film starring Irene Dunne as Queen Victoria, will be the Christmas week attraction at the Roxy Theatre here, A. J. Balaban, managing director, has announced. The Darryl F. Zanuck production was shown last week at the Royal Film Performance in the Empire Theatre in London.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Allied Irked at COMPO

(Continued from page 1)

ers to meet the TOA's demand.

Allied to Veto

Over the week-end, Myers indicated Allied would veto any plan which gave TOA greater influence in COMPO. Today he voiced his personal belief that Allied really would not be too happy about the plan even if its representation on COMPO's executive board were increased commensurately with TOA's.

Back to Board

"In any event, it would have to go back to our board," he said. "We ratified COMPO strictly on the basis of the present plan. You can talk all you want about increased representation without increased voting power, but I personally do not see why anyone would want to upset this plan ratified by everyone unless it was to gain advantage."

The next regularly scheduled meeting of the Allied board is the annual meeting, which will be held here in late January or early February. It is doubtful whether a special meeting would be called in the interim.

(In New York, COMPO officials said they could not comment in advance of hearing TOA's suggestions on the regional representation plan, but assumed that any agreement with TOA approved by COMPO's board would be available on the same or a proportionate basis to any other member organization desiring it.

(In Houston last week, Ned E. Depinet, COMPO president, said he believed an agreement could be worked out.)

(Ted R. Gamble, chairman of the TOA committee charged with discussing the regional representation plan with COMPO, was due back in New York yesterday from Mexico, where he went from Houston. He is expected to arrange a meeting with COMPO promptly.)

Myers Not Impressed

Myers said he was not impressed by the idea that increasing the number of representatives without increasing the vote would mean no increase in TOA's or Allied's influence in COMPO. "If TOA or Allied got six representatives we would have six yells at board meetings to Harry Brandt's one or Rotus Harvey's one," he declared. "Our influence couldn't help but be bigger, even if we still all had just one vote each. Then Harry Brandt or Rotus Harvey would want more yells. The TOA people are certainly stirring up something for some reason. We have a sound organization; why tear it up unless to gain some advantage? Allied solved the territorial problem by naming our COMPO delegate from the West and the alternate from the East. I don't see why TOA has to name both their men from the East and then scream because the West isn't represented."

Trade Code

(Continued from page 1)

While spokesmen for organizations represented in COMPO are quick to point out that the all-industry organization is pledged to steer clear of trade practice problems, they remind that a meeting of the COMPO board offers proponents of ideas such as this an ideal opportunity to sound out industry opinion generally.

Basis for Future

Whether anything with respect to a trade practice code that may be discussed at the COMPO board meeting will ever get "on the record" is doubtful. However, the views in connection with a possible code that may be aired at that time could serve as the basis for future discussions with officials of Federal Trade Commission, it is reasoned.

Recently, the Society of Independent Motion Picture Producers and the Motion Picture Association of America conferred on code proposals with FTC officials, and although the MPAA has demonstrated coolness toward a "fair trade practices conference on advertising at this time," this attitude was viewed as not necessarily obviating the possibility of a conference on "general" fair trade practices.

File for Depositions

SAN FRANCISCO, Nov. 7.—Samuel Goldwyn's attorney Joseph L. Alioto in the suit verus National Theatres and Fox West Coast, will take depositions on Nov. 29 from Charles Skouras, president, and Edwin Zabel, head of booking and buying of NT,

$6,000 in Free Space For 'Guerrilla' Run

CHICAGO, Nov. 7.—Free publicity estimated to be worth between $6,000 and $7,000 has been given to "The Editor's Notebook," a short produced by Wilding Productions of Chicago for the *Chicago Daily News*, in conjunction with its premiere and the bow of "American Guerrilla," at the Essaness' Woods Theatre.

The *Chicago Daily News* ran a full page ad devoted equally to the premieres of "Guerrilla" and "Notebook," and every hour on the hour the *Daily News* broadcast featured advertisements of both films. The campaign will continue for the rest of the week.

Mae Murray Tells of '20 Greatest' Stars

Mae Murray, once-famous silent film star, discusses the "20 greatest male movie idols of all times" in Columbia's "Heart Throbs of Yesterday," which marks Miss Murray's first appearance before cameras in 20 years. Top matinee idol, according to Miss Murray, was Rudolph Valentino.

Others she lists are Clark Gable, Francis X. Bushman, Wallace Reid, and Douglas Fairbanks, Sr.

Baker Named

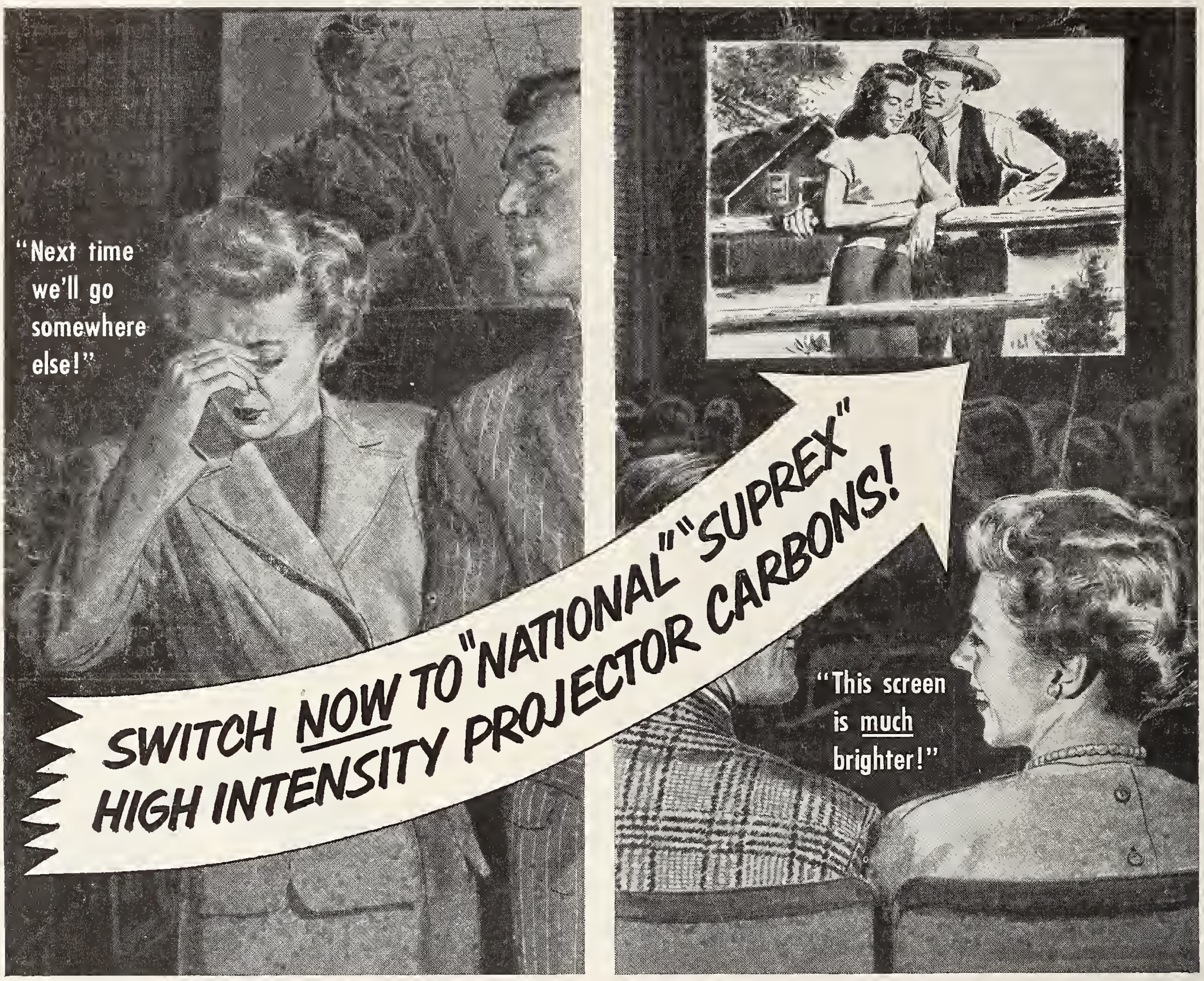
(Continued from page 1)

studio executive assistant to Yates.

Baker has also been appointed chairman of the studio executive committee. Lou Rosso will assume Baker's executive duties in the production department.

Mr. Music
clowns with
MARGE AND GOWER CHAMPION
in Paramount's 16-star Christmas show!

Are your projection lamps old enough to vote?


"Next time we'll go somewhere else!"
SWITCH NOW TO "NATIONAL" "SUPREX" HIGH INTENSITY PROJECTOR CARBONS!
"This screen is much brighter!"

Whether you are still using horse-and-buggy, low intensity lamps or early-vintage, high intensity reflector lamps, you should bring your equipment up to date right now.

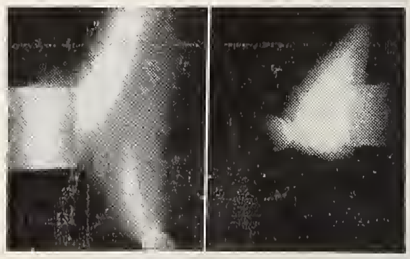
WHY?

Because "National" "Suprex" High Intensity carbons give you the following advantages:

1. **Brightest, whitest light available in this size carbon**
2. **Steadier burning, greater dependability**
3. **Perfect color balance**
4. **Complete technical service by National Carbon specialists**
5. **Made in America by American labor**
6. **Economical to operate**

For complete details, write to National Carbon Division, Union Carbide and Carbon Corporation, Dept. MP.

When you buy projector carbons, buy "NATIONAL"



The terms "National", "Suprex" and "Eveready" are trade-marks of

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 90 NEW YORK, U.S.A., THURSDAY, NOVEMBER 9, 1950 TEN CENTS

Discrimination Issue Involved In Censor Test

A Key Point for High Court's 'Boundaries' Act

WASHINGTON, Nov. 8.—A key reason behind the U. S. Supreme Court's refusal to hear the "Lost Boundaries" censorship appeal case, it was reliably learned today, was a feeling among some of the justices that this could be considered another "racial discrimination" case and that the Court had taken enough action in the controversial anti-discrimination field for the time being.

Once this feeling became wide-spread, the justices took advantage of a legal technicality in the case to turn down the appeal.

This surprising information can give new hope to the industry that it

(*Continued on page* 10)

Arthur Says Film Labor's COMPO Role Was 'Earned'

Film industry labor's role in the creation, development and initial activities of the Council of Motion Picture Organizations is cited by Art Arthur, executive secretary of the Motion Picture Industry Council, in a report to the IATSE *Bulletin* as "well earned by the contributions previously made in the creation of the Hollywood MPIC."

"Something like COMPO has been needed for many years. It is a fresh

(*Continued on page* 10)

Give Coast Studios Reasons for Raises

HOLLYWOOD, Nov. 8.—The Hollywood AFL Film Council comprising an estimated 20,000 studio employes, has released the text of a letter sent to Association of M. P. Producers explaining its proposal for voluntary wage increases. The letter states in part: "Officers and members of the AFL Film Council recognize that in the case of most of our unions, wage agreements have not yet expired. Nevertheless, we are sincere in our belief

(*Continued on page* 10)

London Uneasy Over Effects of Talk of Marshall Plan Aid Cut on Remittances

London, Nov. 8.—Recent disclosures in Washington that a revision of Marshall aid to Britain is in contemplation have given rise to some uneasiness here that such a course, even if followed only temporarily, might result in an amendment in the amount of remittable sterling authorized under the still-to-be-signed Board of Trade agreement with the Motion Picture Association of America and the Society of Independent Motion Picture Producers.

There have, however, been firm denials that any question of high policy has lately been discussed here.

Meanwhile, Rupert Somervell, assistant secretary to the Board, plans to leave here for New York, sailing on either the *Mauretania* due here on Dec. 1, or on the *Ile De France*, due Dec. 4, for the ceremony which MPAA and SIMPP have planned for the formal signing of the remittance agreement. Harold Wilson, president of the Board, is unable to make the trip because of the government's precarious majority in the House of Commons.

INDUSTRY LEGISLATIVE EXPERTS PLEASED WITH ELECTION RESULTS

WASHINGTON, Nov. 8.—Motion picture industry officials here familiar with the positions of Congressional legislators were on the whole gratified with the election returns.

One industry tax expert pointed out that both Senators Taft and Millikin, Republicans, who won reelection, had been very favorable as members of the Senate Finance Committee to the industry's plea for tax relief, while Senators Lucas and Myers, who had been very cool, lost. They had been of little help to the industry.

Also cheering was the victory of Senator Wiley (R., Wisc.), an all-out supporter of the film industry. Senator Benton, who won reelection as Democratic Senator from Connecticut, has boosted motion pictures repeatedly and is a leader in the fight for increased use of films in the government's overseas information program.

(*Continued on page* 10)

Allied Board Would Have to Okay Role In Any Arbitration

WASHINGTON, Nov. 8.—Abram F. Myers, Allied States chairman and general counsel, in commenting on the convention call of the Theatre Owners of America in Houston last week for an early meeting to attempt to draw up a plan of all-industry arbitration, said he did not see how he or any other Allied officer could take part in such a meeting until Allied's board has taken some stand in favor of participating.

Myers pointed out that the Allied board meeting in Mem-

(*Continued on page* 10)

Too Few Films for Loop: Lustgarten

CHICAGO, Nov. 8.—There are not enough suitable films under the present system for Loop showings, Harry Lustgarten, B. and K.'s booking and buying executive, testified today at the hearing before Judge Michael Igoe on the circuit's petition to amend the Jackson Park decree by removing the two-week limit on films in the Loop.

Making his assertion under examination by B. and K. attorney Alfred Teton, Lustgarten defined a "suitable" film as "one which is worthy of playing one week at a Loop theatre on a single bill."

(*Continued on page* 10)

All State Censors Agree to Meet Here

The chiefs of the motion picture censor divisions of the states of Kansas, Maryland, Ohio, Pennsylvania and Virginia have completed arrangements with Dr. Hugh M. Flick, director of the motion picture division of the New York State Education Department, for a conference in New York, Dr. Flick reported here yesterday.

The six state film censors, together with O. J. Silverthorne, chairman of the Ontario, Canada, Board of Censors, will meet at Dr. Flick's headquarters here on Dec. 7-8.

While a formal agenda has yet to

(*Continued on page* 10)

Aim at Local Autonomy on Ticket Levies

AMA To Map Drive For Congressional Action

WASHINGTON, Nov. 8.—Despite the defense emergency, the American Municipal Association, at a convention here early next month, will renew its demand that Congress clear the way for states and cities to take over the admission tax.

The AMA has long taken the stand that Congress should repeal the tax, clearing the way for states and cities to step in. It has adopted resolutions to this effect at several past conventions, and testified on the program during the last Congress. Many film officials had been wondering whether the Association would drop this line, however, in view of the Federal government's current high expenditures and search for new revenue.

AMA officials said they were sure

(*Continued on page* 10)

Patent Office Kills Schlesinger's Use Of 'Academy' Title

WASHINGTON, Nov. 8.—The Patent Office registration of the title, "Academy Award," owned by Max A. Schlesinger's Academy Award Products, Inc., for use on a variety of products, was cancelled today by U. S. Patent Examiner A. D. Bailey.

Bailey's decision upheld a petition filed in February, 1949, by the Academy of Motion Picture Arts and Sciences.

Lippert Sets 3 Regional Meets

HOLLYWOOD, Nov. 8.—Three regional sales meetings will be conducted by Lippert Pictures, Inc., Al Grubstick, assistant general sales manager, announced today.

The first will be held in New York's Warwick Hotel, on Saturday and Sunday, the second is scheduled for Nov. 18-19, in the Muehlebach Hotel, Kansas City, and the third in San Francisco on Nov. 18-19.

Grubstick will preside for Lippert's general sales manager Arthur A. Greenblatt.

Personal Mention

ROBERT MOCHRIE, RKO Radio sales vice-president, will be a speaker at the MPTO of St. Louis, Eastern Missouri and Southern Illinoise annual convention, to be held in St. Louis on Monday and Tuesday.

•

Rutgers Neilson, RKO Radio publicity manager here, and Mrs. Neilson will be the guests of president and Mrs. Robert C. Clothier of Rutgers University at luncheon and the Rutgers-Lafayette football game in New Brunswick on Saturday.

•

Leon J. Bamberger, RKO Radio sales promotion manager, will leave here on Sunday to address the Indiana Allied convention in Indianapolis on Tuesday and the Ohio Allied convention in Cincinnati on Wednesday.

•

Victor Volmar, Monogram International publicity director, is the author of "Foreign Versions," an article in the November issue of the Journal of the Society of Motion Picture and Television Engineers.

•

Charles Boasberg, RKO Radio North-South sales manager, and Al Crown, Goldwyn Productions sales vice-president, have left here for Charlotte and Atlanta.

•

Edward L. Hyman, United Paramount Theatres vice-president, and his assistant, Selig J. Seligman, will visit Upstate New York theatres today and tomorrow.

•

Jack House, formerly with United Artists, NBC and Compton Advertising Agency, has joined the television department of William Esty Co.

•

Don Duff, who resigned as sales manager of Realart Pictures of Cincinnati because of illness, has returned to that post following his recovery.

•

Sidney Kramer, RKO Radio short subjects sales manager, is on a tour of exchanges in Cleveland, Buffalo, Charlotte and Atlanta.

•

Lynn Farnol, public relations counsellor, will leave here for Hollywood by plane today, returning Monday.

•

Joseph Bernhard, independent producer, has been confined to his home for the past four weeks by illness.

•

Carroll Puciato, head of Realart exchange operations, is touring Southern exchanges from New York.

Boyle With Fairbanks

James V. Boyle, former RKO Radio Pictures sales promotion staff member, has been appointed a sales representative for Jerry Fairbanks, Inc., producer of TV and industrial films.

Insider's Outlook

By RED KANN

LOOKING back at Houston and the Shamrock Hotel where steak dinners are available at $11.50 a throw, it takes no great brain to figure that TOA's ultimatum to COMPO would set that organization back on its already sorely battered ears. TOA knew it was priming an explosion designed to rattle the rafters. Well, the rafters are rattling and the wires are buzzing, if you don't object to a couple of mixed figures of speech.

This matter of greater regional representation on COMPO's board has been kicking around for weeks. It's largely a political approach, conditioned by ideas of self-importance mixed with vanity and a fear that individual identifications under existing alignments either will be devoured and emasculated if COMPO ever moves on the plane of importance envisioned at its birth.

■

TOA is demanding more voice, but no more voting power and appears content to abide by the unanimity rule. It also wants COMPO to confine its program to public relations at the national level, which is clear enough. If anyone needs light, it means TOA will brook no interference with its sovereignty or that of its regional units and, consequently, believes the plan of organizing territorial representation for COMPO is unrequired, uncalled for and unwanted.

What this also means is that COMPO never again would be permitted to step into such situations as the fight for repeal of the admission tax. A reasonable question is whether the TOA membership—not the high command, now, but the membership—realizes this.

■

The fact, completely unvarnished, is that the TOA membership was never informed of the board's action on COMPO. Since the board is made up of representatives from various TOA units, it might be said that the mandate of the membership was reflected and implemented although likewise might it be said that this is perhaps theoretical. But it was curious that a decision of this importance had to filter to the general membership from the directors themselves, or through lobby word-of-mouth or trade paper coverage.

There were other curious manifestations at Houston. The program was so crowded it began to fall behind announced schedules early and never caught up. Claude Ezell never had a chance to report on drive-ins, nor did E. D. Martin on theatre operations and maintenance. Bob Wilby was chairman of a film reviewing committee, but neither was there time for him. But they were thanked for stewardships they never had an opportunity to render.

The decision of the board on COMPO, TOA's position on excess profits, on inflammable film, the selection of New York as the 1951 convention city, the appointment of Walter Reade, Jr., to head the executive committee, and, indeed, announcement of the full slate of new officers—all these were pieces of official business which the TOA rank-and-filer was never officially told about.

The consequence was that the "little fry" who were never hesitant about complaining over "big wheels" and backroom politicos, were handed additional fuel to spark their beefs. Regardless of how and why it happened, this was a net result.

■

Television, inevitably, was discussed at very great length on the floor and in the hotel lobby. Popcorn and drink machines were not neglected. Distributors did speak about the attractiveness of their forthcoming product, but there is no remembered evidence of time and energy let loose on methods of improving business with the tools of entertainment at hand *now*. Abe Montague accurately reflected the thinking of some when he remarked publicly he thought he was at the wrong convention.

What did more to remind the showmen in attendance that they were still in the picture business was a 50-minute trailer of impending Metro releases. It got this kind of reaction from one of the most influential showmen in America who said, "If this had been shown at the beginning, there would have been far less talk about television."

■

Anyhow, TOA held its mid-century convention and its conclusions, definitive and otherwise, now fill their chapter in trade history.

The succeeding chapters? No one can foretell. Allied, via Abram F. Myers, already is hammering away at the *cause celebre* consciously supplied by TOA. On both national exhibitor association fronts, COMPO thus faces a threat sufficient to accelerate it toward extinction.

Hardly off the ground and yet to be sold to masses of theatremen throughout the country, COMPO is being jostled over a rough road. We believe it is a far rougher road than it ought to have to travel.

If the pattern originally designed is pursued, if the organization can be kept above waters muddied by politics and if it can be maintained as a solid phalanx spearheading an industry united against unwarranted and unfair outside aggression, COMPO is worth having.

And anything worth having is worth fighting for.

Newsreel Parade

RED CHINA'S intervention in North Korea and the consistory proclamation of Pope Pius are current newsreel highlights. Other items include the "Mudlark" performance in London and sports. Complete contents follow:

MOVIETONE NEWS, No. 90—UN told Red China intervenes in Korea. Truman at guard's funeral. Pope proclaims new dogma. Command performance of "[illegible]lark." Sports: football.

NEWS OF THE DAY, No. 220—Reds renew Korea war. Pope proclaims dogma. Command performance in London. Sports: football. Japs hail Joe Di Maggio.

PARAMOUNT NEWS, No. 23—Joe Di Maggio "wows" Tokyo. Truman at guard's funeral. Royalty attends film performance in London. Pope's proclamation. Football.

TELENEWS DIGEST, No. 45-A—Chinese Reds in Korea. Some 200,000 Catholics hear Pope. King Gustav assumes throne. Holiday in Argentina. Berlin police quell Reds.

UNIVERSAL NEWS, No. 402—Action flames in Korea. Pope orders new dogma. Joe Di Maggio in Tokyo. News from the sports world: football.

WARNER PATHE NEWS, No. 25—Red China enters war. Pope's proclamation. Truman at guard's funeral. King George opens Parliament session. Jane Wyman wins new honors. Football.

New Paramount Pact For Betty Hutton

Betty Hutton has signed a new contract assuring her services to the Paramount studio on an exclusive basis. There will be no outside pictures. The new pact marks Miss Hutton's 10th year with Paramount, the studio which brought her to Hollywood from Broadway, the company reminded yesterday.

In the coming year she will star in several pictures, the first of which is Cecil B. DeMille's "The Greatest Show On Earth," in which she will play the top role. After that she will portray the title role in a musical which the team of Perlberg-Seaton is preparing, based on the life of Blossom Seeley.

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National Pre-Selling

MORE than a score of national tie-ups for 20th Century-Fox's satire on radio giveaway shows, "The Jackpot," are being arranged with companies whose products are used in the film.

The Sherwin-Williams Paint and Varnish Co. is preparing a poster, showing the leading players with the company's Paint and Color Style Guide which will be used by their 500 branch stores and 15,000 dealers throughout the country. Farberware Kitchen Utensils and Libby Frozen Foods are utilizing a Barbara Hale endorsement with credit to "The Jackpot," while Prairie Schooner Trailers is giving a liberal "plug" in their advertising.

The Baldwin Piano and Kirsch Venetian Blind firms have already alerted their men in the field to go all-out on local cooperative campaigns with exhibitors playing the film.

A radio campaign featuring a regular "round robin" series of plugs on every major quiz and giveaway show on the ABC network, will tell more than 50,000,000 people about the comedy. Programs on which plugs have been scheduled include, "Chance of a Lifetime," Gypsy Rose Lee's "What Makes You Tick," Johnny Olsen's "Luncheon Club," "Shoot the Moon," "Quick as a Flash," "Twenty Questions" and "Marry-Go-Round."

•

Paramount's "September Affair," which was filmed entirely in Italy, was shown to delegates to the 20th annual convention of the American Society of Travel Agents, preparatory to concluding final details for a large scale tieup. The society represents more than 700 agencies from Coast to Coast.

•

John Payne, star of "Tripoli," has just completed a five-state, 17-city exploitation tour that was mapped in close cooperation with theatre managers in each situation. As a result, the tour received support of local newspapers and radio stations because press and radio boys are more willing to cooperate when pre-selling is brought down to the local level. Whenever possible, a tieup with the Community Chest was arranged.

•

Walt Disney's "Alice in Wonderland" has attracted a nationwide commercial tieup sponsored by Trimfoot Shoe Co., now on display at the National Shoe Fair at the Hotel Stevens, Chicago. The company's latest creation is a special design inspired by the forthcoming Disney picture, which will be released in 1951.

•

Another tieup with Lever Brothers, effected by 20th Century-Fox, will result in a cooperative page of free advertising for "I'll Get By" in 11 leading magazines, with an estimated readership of over 50.000,000. Magazine's included are: *Womans Home Companion, McCalls, Redbook, Seventeen. Modern Screen, Screen Stories, Movie Story, True Confessions, Motion Picture, Modern Romances* and the *American Weekly.*

•

"Mad Wednesday," RKO-Radio feature bringing Harold Lloyd back to the screen, is doubly honored in the current issue of Life magazine. Named "Picture of the Week," a special distinction is accorded by making it the subject of a two-column editorial entitled "News for the Kiddies." Addressing a generation unfamiliar with Lloyd's rollicking humor, the editorial notes that "there are things in 'Mad Wednesday' that people under 30 have been denied the chance to enjoy."

—WALTER BROOKS

Spring Sets M-G-M European Meeting

A three-day European sales and promotion convention, devoted entirely to "King Solomon's Mines" has been set by Morton A. Spring, first vice-president of Loew's International. All M-G-M managers of Continental Europe will attend. The meeting will open in London on Monday, Dec. 11, the date of the picture's international premiere at the Empire Theatre.

The convention is the first such meeting ever held by Loew's International for any single picture. David Lewis, sales director of Europe, North Africa and the Middle East, will preside.

Among those who will attend the convention are the following managers: Cesar Alba, Spain; F. W. Norman Beckett, Germany; Olaf Borgesen, Denmark; George H. Chasanas, Egypt; Sverre Dulin, Norway; Leon Feldun, Israel; Jack Guggenheim, Switzerland; Arne Hallin, Sweden; Robert Lacoste, France; Lazare Leon, Portugal; Abbe Drisin, Finland; Armando Massimelli, Italy; Seymour Moses, Holland; Robert Schoham, Belgium.

Souvaine to Raise TV Film Production

While adhering to the belief that "live" television shows will continue for many years to be numerically greater than filmed TV presentations, Henry Souvaine, president of the motion picture and television enterprises bearing his name, is planning a substantial increase in his production of films for video during the next year.

Souvaine, interviewed here yesterday with Howard L. Taylor, executive vice-president of Souvaine Selective Pictures, said he is convinced that sponsors and the public will continue to favor "live" video shows over filmed ones, but whereas there are 15 major "live" programs in existence at present there probably will be five fewer of these five years hence. Thus, while the number of "live" shows will continue to be substantial, there will be plenty of room for TV presentations, it is reasoned.

Plans TV Films

Souvaine's plans call for a series of half-hour TV films which his organization will produce in Hollywood, Paris, Rome and New York. He said they will be dramatic in content, and may be patterned after Souvaine's current "live" TV show called, "Television Short Story Theatre."

Souvaine recently formed an alliance with the French government-owned L'Union Generale Cinematographique, and in consequence of this has obtained access to a large number of foreign-made films for release to U. S. "art" theatres.

MGM Shows Lineup In Impressive Film

M-G-M has done an impressive job of combining film salesmanship with entertainment values in its 47-minute subject, "The M-G-M Story." Designed originally to be shown at exhibitor conventions, the subject now is being cut and reedited on the Coast under production vice-president Dore Schary's supervision for future release to theatre audiences. When completed, the shorter version will be available free to exhibitors. In the meantime the company intends to use the 47-minute version for showings at future exhibitor meetings. It was first shown at the Theatre Owners of America convention in Houston.

The 47-minute version contains highlights from 20 forthcoming MGM pictures. Schary appears throughout and also acts as narrator, commenting on production and sales points of each film to be released between now and next spring.

Among the pictures from which scenes are shown is the much-discussed "Quo Vadis." Schary concludes his narration with a convincing remainder that "Movies Are Better Than Ever." The film was produced by Frank Whitbeck, advertising manager at the Coast studio, and was directed by Herman Hoffman who also wrote the script.

M. H.

'U' Toppers Leave Saturday for Rio

Universal-International's Latin American sales convention for 1950 will get underway in Rio de Janeiro on Monday, following the arrival in Rio on Sunday of Nate J. Blumberg president of Universal; John Davis, managing director of the J. Arthur Rank Organization, and Alfred E. Daff, director of world sales for Universal. Blumberg, Davis and Daff will depart together for Rio on Saturday.

Also attending from the U-I home office in New York will be Americo Aboaf, vice-president of Universal-International Films, and Fortunat Baronat, director of foreign advertising and publicity.

2 Theatres Here to Project TV News

Two local theatres of the Century Circuit will feature news programs televised by the National Broadcasting Company in an experiment beginning on Monday and continuing for several weeks.

The program which will be projected on the screens of the Marine Theatre, Brooklyn, and the Queens Village Theatre, is "Camel News Caravan." It will be presented simultaneously with the NBC transmission.

CBS to Demonstrate Color Television

The first large-scale public demonstration of color television will be held here Tuesday in the former Tiffany building, 401 Fifth Avenue, by the Columbia Broadcasting System.

The showings will mark a bid for public support of the CBS color system, now the center of industry controversy since its approval by the FCC.

Ten receivers will be installed.

Gen. Precision Sales, Profits Up Sharply

General Precision Equipment Corp. reports consolidated net sales of $7,408,149 for the three months ended Sept. 30, compared with consolidated net sales of $6,728,378 for the three months ended Sept. 30, 1949.

For the third quarter of 1950, consolidated net income amounted to $299,438, equivalent to 50 cents per share on outstanding common stock, compared with consolidated net income of $88,367, or 15 cents per share, for the third quarter of the previous year. Figures for the 1950 period are subject to year-end adjustment.

Yesterday the board declared a dividend of 25 cents per share on the outstanding common stock, payable on Dec. 11 to stockholders of record on Nov. 20.

Conn. Case Resumes Today at AAA Here

The Bridgeport-Stratford, Conn., arbitration hearing, which opened at the American Arbitration Association here yesterday before arbitrator Jay Emanuel, is scheduled to continue today. The case is the first arbitration action to be engaged in this year between exhibitors and distributors, and is expected to establish the pattern of clearances and availabilities in the Bridgeport-Stratford area.

Attorneys on hand for yesterday's hearing included: Herman M. Levy for Stratford Theatre; Monroe E. Stein for complainant Highway Theatre; Charles Young, 20th Century-Fox; Sam Boverman, Paramount; Morris Ruffman, Warner; M. Thompson, M-G-M; Harry Pimstein, RKO Radio. Charles Wall represented the AAA, which is administering the action.

Full Agenda Sparks SAG Sunday Meet

HOLLYWOOD, Nov. 8.—The actors' share of the production dollar, the effect of the Taft-Hartley law on employment, production of American films abroad, and the problem of television are among the items on the agenda of the annual membership meeting of the Screen Actors Guild Sunday night.

In addition, the results of the annual election will be announced and officers installed.

J. Lawrence Duties Assumed by Davis

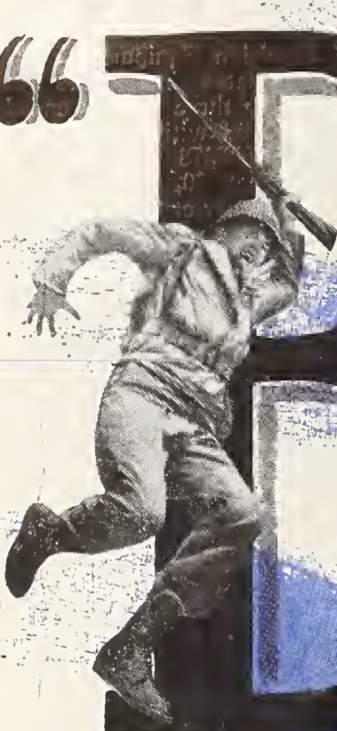
Martin Davis of Samuel Goldwyn Productions has assumed the duties of Jock Lawrence, publicity and advertising vice-president, pending the appointment of a successor.

Lawrence resigned last week from the post which he assumed in the spring. A successor, however, is not expected to be announced for some time. Davis has been with the company for four years.

Coast Drive Nears Goal

HOLLYWOOD, Nov. 8.—The third weekly report of the permanent Charities Committee revealed that 13,503 donors have subscribed a total of $858,291, which is approximately two-thirds of the campaign's $1,345,000 goal.

The Big "Breakt



is under way Now!

✓✓✓

AND--WARNERS'--ALL-OUT--DRIVE--ON--EVERY--PROMOTIONA
BLANKETS--THE--LAND--WITH--THE--NEWS!

"BREAKTHROUGH" STARRING DAV

DIRECTED BY LEWIS SEIL

rough"
ONT--
She's the gal who put the whammo in their ammo!

RIAN JOHN AGAR FRANK LOVEJOY *and beautiful* SUZANNE

en Play by BERNARD GIRARD and TED SHERDEMAN • From a Story by Joseph I. Breen, Jr. PRODUCED BY BRYAN FOY

Motion Picture Daily Feature Reviews

"Three Husbands"

(Gloria Films-United Artists)

FREQUENT laughter, which once or twice ascended to guffaws, emanated from a "sneak" preview audience the other night at Loew's Lexington in mid-Manhattan. It was Gloria Films' "Three Husbands," a farcical switch on 20th Century-Fox's "A Letter to Three Wives," that so tickled the ribs of patrons who were drawn to the theatre by "Sunset Boulevard." It could safely be reasoned from the audience reaction at the Lexington that I. G. Goldsmith's production for UA release will wholly satisfy most theatre customers, and perhaps achieve at the box-offices something akin to what "Three Wives" did. However, a reservation must be stated. While the latter picture offered top star power, "Three Husbands" is lacking in that department, although virtually every name in the cast should be familiar to most filmgoers. What is indicated, therefore, is a strong pre-selling effort. It could represent the difference between first-rate and so-so business.

Irving Reis directed with a properly light hand from a brisk and bouncy screenplay by Vera Caspary and Edward Eliscu. "Three Husbands" concerns itself with a big, post-mortem joke perpetrated by a mischievous young British millionaire who, during his last years in San Francisco, was the best friend of the wives of his best friends. After his sudden demise from a heart attack, his attorney hands to the three husbands identical sealed notes from the departed, in which the jokester states in no uncertain terms that he was more than just a friend to their spouses. The green-eyed monster goes to work on the husbands, whose possible doubts are quickly dismissed when they think back (flash backs) to how really friendly their wives were with the fun-loving gentleman. Three marriages go on the rocks.

Britain's Emlyn Williams handles with compelling aplomb the role of the deceased kidder who is seen only in the flash backs, and Howard da Silva, Shepperd Strudwick and Robert Karnes as the three husbands, and Eve Arden, Ruth Warrick and Vanessa Brown, as their respective wives act out the farcical proceedings to the full advantage of the snappy dialogue and comic situations. The final footage wherein Williams' will is read before all the principals brings out that their late friend was "only kidding" when he wrote the letters, and he compensates for the joke by making substantial bequests to the wives. Blissful matrimony resumes for all. Good support is rendered by Billie Burke, Jonathan Hale, Louise Erickson and others. The original story was by Miss Caspary. The film is presented by Joseph Justman.

Running time, 78 minutes. Adult audience classification. Released Nov. 17.

CHARLES L. FRANKE

"Kansas Raiders"

(Universal-International)

NOW we have young Audie Murphy in the role of the old West's No. 1 outlaw, Jesse James. But Ted Richmond's production, which Ray Enright directed from a script by Robert L. Richards, sidesteps the usual screen treatment of the outlaw's life, and harks back to the times and events that are supposed to have molded the farmer's son, James, into the desperado that he became. The same set of circumstances applied also to establishing the future characters of Frank James, Kit Dalton and the Younger brothers, according to this film, for they are depicted as members of hte burgeoning James gang that joined up with the infamous Quantrill raiders during the Civil War to exact revenge on Union marauders who destroyed the boys' farms homes and parents.

There is plenty of shooting, killing, hard riding and raiding in this Technicolor version of the activities of Col. Quantrill's plunderers. The small fry should enjoy all the action. Grown-ups, however, are likely to find the proceedings hard to believe for the most part, and some with an acute sense of morality may resent the fact that Jesse and his gang ride off at the end of the film to a future of banditry while deserving prison sentences, at least, for the blood-letting they engaged in. None of the roles is too demanding, and therefore the acting in general comes off alright. Brian Donlevy turns in a neat performance as the deluded Quantrill; Marguerite Chapman is decorative as his mistress whose affections turn to Murphy.

Running time, 80 minutes. Adult audience classification. Nov. release.

C. L. F.

"Rio Grande Patrol"

(RKO Radio)

HARD riding and heavy shooting open and close this Western, another of a series produced by Herman Schlom and starring Tim Holt, but a rather unduly complicated plot, written by Norman Houston and directed by Lesley Selander, slows the action in the middle stretch. To take up the slack, a four-girl chorus line and a couple of songs, nicely handled by Jane Nigh, provide musical touches. Holt wisely safeguards his popularity with the small fry by resolutely remaining aloof from any romantic dalliance, leaving Miss Nigh to Rick Vallin, a Mexican officer, while Richard Martin, who plays Holt's partner, is pursued by chorus girl Cleo Moore.

The story has Holt and Martin, border patrol agents, cooperating with Vallin to foil smugglers attempting to run machine-guns across the border. John Holland, a properly suave dancehall proprietor, pretends to be smuggling the guns while taking the troupe of girls to Mexico but in actuality his henchman, Douglas Fowley, is recovering the contraband from its hiding place. Action fans will be happy with the finale that finds Holt and Martin holding off the gang until the "Rurales" come to the rescue.

Running time, 60 minutes. General audience classification.

VAUGHAN O'BRIEN

"The Blazing Sun"

(Columbia)

GENE AUTRY'S latest film, while foregoing the avalanche of the usual slug-fests and gun-play, should please most of his fans. When the action does come, it is fairly realistic and furious, although the product is a bit shorter on plot material than most of the films in his current series.

Gene is an investigator for the Bankers Association which is hot on the trail of two bank robbers. He is just one step behind the thieves for awhile but finally catches up to them in a small desert town. Here he meets his pal, Pat Buttram, and the two team up to capture the desperadoes. A stubborn sheriff, a treacherous local assayer and a couple of attractive young women make the job fairly difficult. Gene finally overcomes all obstacles and clinches the arrest.

Much of the film's 70 minutes are taken up by small talk, Autry songs, a number of threats and Buttram's nervousness concerning the expected birth of his child. Gene is as smooth as usual and handles the part quite acceptably. Buttram sticks to most of his old tricks in attempting to provide humor and succeeds most of the time. Supporting players prove quite competent, others in the cast being Lynne Roberts, Anne Gwynne, Edward Norris, Kenne Duncan, Alan Hale, Jr., Greg Barton, Steve Darrell, Tom London, Sendy Sanders and Frank Marvin.

Armand Schaefer produced and John English directed the tale which was written by Jack Townley.

Running time, 70 minutes. General audience classification. Nov. release.

"The Sun Sets at Dawn"

(Holiday Films-Eagle Lion Classics)

PRISON scenes dominate this mystery drama of a young boy awaiting electrocution for a murder he did not commit and although the action drags at times, author-director Paul H. Sloane manages to maintain enough suspense to keep the film slightly above the formula level. Most audiences will find the picture satisfactory entertainment.

Over-dramatizations by most of the actors and execessive scene-switching tend to make the film a trifle disjointed but the story is an interesting one. Shot entirely in prison and a neighborhood diner, the plot slowly tells why the youngster is soon to be executed. The only ones who believe in his innocence are his sweetheart, the prison priest, the warden and his wife.

Through a delay in the execution, the failure of the electric chair to operate, the memory of a prison trustee and a newspaper reporter, and the unbelievable appearance of the real killer at the lnuchroom, all bring a happy ending. Despite its shortcomings, the audience is kept on its toes wondering whether the boy will be saved.

Newcomers Philip Shawn and Sally Parr do a commendable job in the lead roles and are ably supported by a veteran cast. Walter Reed does a competent job as the understanding priest. Helen H. Rathvon and Sloane produced this Holiday Films presentation.

Running time, 70 minutes. Adult audience classification.

"Raiders of Tomahawk Creek"

(Columbia)

CHARLES STARRETT, as an Indian agent who is also the Durango Kid, sets out to unravel the mystery of a series of murders which are laid to hostile Indians. Actually the murders are the work of a gang of white outlaws who plant evidence incriminating to the Indians at the scene of the crimes.

As an outdoor action drama "Raiders of Tomahawk Creek" satisfactorily meets the needs of its category, which means that gunplay and action are generously on hand. The one common characteristic of all of the murders is that the victim wears a strange Indian-made ring. Presently Starrett learns that there are five rings in circulation, which when brought together, give the clue to a rich mine. Starrett goes through a series of exploits, in certified Western tradition, before he brings the heavies to book. Always nearby to aid Starrett as well as provide some buffoonery, is Smiley Burnette, a correspondence school dctective.

Colbert Clark produced and Fred F. Sears directed, from a screenplay by Barry Shipman, which was based on a story by Robert Schaefer and Eric Freiwald.

Running time, 55 minutes. General audience classification.

MANDEL HERBSTMAN

"Law of the Panhandle"

(Monogram)

THIS film hews to the straight Western pattern, packed full of action, fighting and shooting, with no comic characters to distract attention. Audiences who like their Westerns undiluted with singing and other sidelines will like it.

The plot concerns U. S. Marshal Johnny Mack Brown's adventures after being sent for by the sheriff to clear the town of outlaws. The latter are driving ranchers from their land and plan to buy it for railroad sites. The sheriff is wounded but recognizes one of his assailants. Brown tracks down the outlaw, which leads him to the dilemma of having two suspects for the gang leader. The climax has some suspense and an element of surprise before the guilty outlaw is discovered. Production, by Jerry Thomas, and direction, by Lewis Collins, are satisfactory. Acting performances are up to par.

Running time, 55 minutes. General audience classification.

aragraphs That Are Paramount

IN TODAY'S NEWS

PARAMOUNT WILL BE THE BIG GUN IN '51 right from January 1st, which has been designated general release date for Cecil B. DeMille's "Samson and Delilah," the top grosser of our time.

★ ★ ★

Discovered

Echoing millions of femme fans, Louella Parsons, in her widely syndicated column, has called Charlton Heston "most promising personality of year" ... in Hal Wallis' exciting film, **"DARK CITY."**

★ ★ ★

Dating

Dates on Betty Hutton and Fred Astaire in **"LET'S DANCE"** (Technicolor) are challenging the Thanksgiving booking record at Paramount exchanges.

★ ★ ★

"Life Is So Peculiar," one of 9 tunes Bing Crosby sings in **"MR. MUSIC"** is climbing to top of "songs most played on the radio."

★ ★ ★

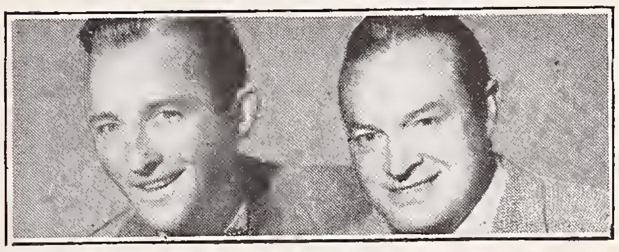
Rides Again

"BRANDED," which will be released in January, brings Alan Ladd back to his boots, saddle and color by Technicolor, for the first time since his big boxoffice hit, "Whispering Smith."

★ ★ ★

Martin & Lewis, click team of Hal Wallis' "Irma" comedies and soon co-starred in **"THE STOOGE,"** have been voted by the exhibitors of America the No. 1 Stars of Tomorrow in Fame's poll.

The Winners


Paris-Bound

Here's welcome news; the first "Road" picture since 1947 is in preparation. It's **"THE ROAD TO PARIS"** that Bing Crosby, Bob Hope and Dorothy Lamour will take off on soon.

★ ★ ★

A celebrated trio of Academy Award winners—Director William Wyler, Laurence Olivier and Jennifer Jones—has just completed **"CARRIE,"** based on a famous Theodore Dreiser novel.

Paramount Pictures

IF IT'S A PARAMOUNT
PICTURE, IT'S THE
BEST SHOW IN TOWN!

Ascap Sets Talks With Three More

The Ascap negotiating committee is slated to meet here with representatives of 20th Century-Fox, Paramount and Warner during the next two weeks to attempt to arrive at producer fees to replace the theatre seat music tax which was outlawed under the Ascap anti-trust consent decree signed last spring.

The committee has concluded conferences with M-G-M and Columbia in its program of bargaining separately with the majors.

Loan to Argentina May Ease Situation

WASHINGTON, Nov. 8.—Signing of an Export Import Bank loan to Argentina, expected this week, may possibly help film companies in some of their current financial difficulties with the Argentine government, Motion Picture Association of America officials believe.

A new U. S.-Argentine film agreement was negotiated last May, but differences between the U. S. industry and the Argentine government over the value of the peso and other items has kept the pact from ever taking effect. Film officials feel that once the loan is signed and a lot of dollars are in the Argentine coffer, the government there may not be quite as hard to work out an agreement with on the points still in dispute.

The loan, one of $125,000,000, was announced by the Bank early in the summer, and is to be used largely to pay off Argentine creditors. The money does not actually get transferred to Argentina, however, until the loan agreement has been signed.

Showmen Intervene In NSS Trust Suit

PHILADELPHIA, Nov. 8.—A committee of exhibitors from this area has been formed to intervene in an anti-trust action brought against National Screen Service and major distribution companies in U. S. District Court here by Max M. and Leon W. Korr, Allentown, Pa., exhibitors.

Similar committees throughout the country will be urged for the purpose of intervening in the action, brought on behalf of exhibitors generally, according to the law firm of Gray, Anderson, Schaffer and Rome, counsel for the Korrs. The suit alleges that defendants' practices resulted in excessive prices to exhibitors for trailers and accessories.

National Screen executives in New York declined to comment on the Korr action when queried yesterday.

Color Video Issue To Be Discussed

WASHINGTON, Nov. 8.—The Radio and Television Manufacturers Association has announced that one of the items on the agenda of its Nov. 14-16 meeting in New York will be discussion of a public relations program to give the public and the trade the facts on color television.

Reviews

"Prelude to Fame"

(Rank-Universal-International)

A PICTURE of many charms for music lovers and discriminating filmgoers is offered in J. Arthur Rank's "Prelude to Fame." Based on a story by Aldous Huxley, it centers around a small boy who is extraordinarily gifted musically. The boy soon becomes a pawn in a woman's social ambitions and thus a tale is spun.

Kathleen Byron portrays the woman who would exploit the boy, Jeremy Spenser, for the heightening of her social prestige. When she learns that the boy has the makings of a great orchestra conductor, she conspires to lure him away from his parents by promising the finest tutoring for him. Once the boy is under her wing, she drives him hard. To secure her dominance over him, she even resorts to a series of lies and deceptions. In time the boy is ready to crack up and at this point an old friend, Guy Rolfe, reenters the scene. After a series of maneuvers, he has the boy happily back with his parents in his little native town.

It is always visually pleasing to see young Spenser conducting a huge orchestra. The boy goes through the movements with all the grace and ease of a seasoned conductor. In the course of the film many classical numbers please the ear. A Two Cities Film, it was produced by Donald B. Wilson and directed by Fergus McDonel. Earl St. John was executive producer and the screenplay was by Robert Westerby.

Running time, 77½ minutes. General audience classification. November release.

MANDEL HERBSTMAN

"Pygmy Island"

(Columbia)

JOHNNY WEISMULLER, the "Jungle Jim" known to millions through films and a syndicated comic strip, becomes involved with international espionage in this latest of his jungle adventures. He battles a crocodile, a gorilla, a herd of elephants and a whole battalion of villainous agents of a foreign power and at last rescues a pretty woman scientist, Ann Savage. All in all, it adds up as completely satisfactory fare especially for a juvenile audience, particularly for Saturday matinees.

The story, photographed and integrated interestingly by photographer Ira H. Morgan, unit manager Herbert Leonard, director William Berke, and producer Sam Katzman, moves right along, like a serial, from one crisis to another. It has a U. S. mission and a foreign mission seeking the "N'goma plant," whose fiber is strategic war material. Foreign agent Steven Geray seems to be succeeding for a while in frightening Jim's Pygmy friends who know where the plant is, in ambushing Jungle Jim, and in delaying rescuing U. S. soldiers. Even at the end, he captures Jungle Jim, and the soldiers are helpless to intervene, but the pygmies do, with their jungle tricks, and that is the end of Geray.

Running time, 69 minutes. General audience classification. November release.

'Lights,' 'Quiet' Are 'Sleepers' in London

LONDON, Nov. 8.—A reissue of Charles Chaplin's "City Lights" is proving the "sleeper" of the season at the 660-seat Rialto Theatre in Leicester Square here, where it opened when United Artists was unable to book a larger theatre. Waiting lines are the longest in London's West End and each day's business surpasses the preceding day's. A three months' run is expected now and two of the major circuits have begun talking terms with UA.

Another reissue, "All Quiet on the Western Front," which also was refused bookings by the circuits, recorded immense grosses in provincial tryouts and now will open at the Academy here on Armistice Day. It will be double featured with Mack Sennett's "Tillie's Punctured Romance."

U-I Sells Building

OMAHA, Nov. 8.—Universal-International has sold a lot and building it owned across the street from its present exchange quarters here. Plans to build a new exchange have been put off indefinitely.

Cleveland Keeps DST

CLEVELAND, Nov. 8.—Clevelanders voted yesterday to retain summer Daylight Saving Time despite a vigorous campaign by the local film industry for repeal of the city "fast time" ordinance.

UK Exhibitors in New Tax Campaign

LONDON, Nov. 8. — The Cinematograph Exhibitors Association's new entertainment tax committee is scheduled to report to the general council tomorrow its plans for a new campaign for admission tax reduction.

The committee met yesterday to formulate its plans for the campaign and will ask Chancellor of the Exchequer Hugh Gaitskell for a conference at an early date. Exhibitors fear that without a spirited campaign this fall the tax may be increased, inasmuch as Gaitskell already has warned Commons that there must be increased taxation to meet the costs of the country's rearmament program.

Gael Sullivan to Be Cited Nov. 16

Gael Sullivan, executive director of Theatre Owners of America, will be guest of honor at the annual dinner of the Providence College Club of N. Y. at the St. George Hotel, Brooklyn, on Nov. 16. He will be presented the club's Veritas Award for "outstanding contributions to the American public through his activities in the motion picture industry."

Fontaine Is Transferred

CLEVELAND, Nov. 8. — J. E. Fontaine, Lippert branch manager here for the past three months, has been transferred to Washington as branch manager.

Mailbag

EDWARD J. CHURCHILL

President
Donahue and Coe, Inc.
New York, N. Y.

"Scores of congratulatory message —all of them deserved—must hav come zooming in for your AIR MAI EDITION. What can I add excep to say that Quigley—the flagship o the motion picture industry's trad papers—is, as usual, fl[illegible] high You're writing trade paper history again—only this time with your AIR MAIL EDITION you're really sky writing it."

M. L. SIMONS

Exhibitor Relations Department
M-G-M
New York, N. Y.

"I took time out really to read and study your first AIR MAIL EDITION and I find that it covers a lot of important ground. The news columns and editorial comment are going to achieve your goal of 'serving the requirements of the industry's pacemakers' for 'Today's News Today' . . . a winner in the true Quigley manner."

MONROE W. GREENTHAL

President
Monroe Greenthal Co., Inc.
New York, N. Y.

"From the portals of Hollywood to the bayous of Louisiana, and in every key situtaion in the hinterland, Motion Picture Daily carries the weight of authority second to none. . . . The AIR MAIL EDITION should prove to be a winged messenger of important information."

JACK MATLACK

J. J. Parker Theatres
Portland, Ore.

"Your new air mail service on MOTION PICTURE DAILY is the answer to the Western showman's prayer. Before the news was cold by the time Eastern publications arrived on the Coast. Now we can receive today's news today. Quigley Publications does it again by spearheading this revolutionary idea in industry news service."

J. C. HUNTER

General Manager
Majestic Amusement Co.

"Many thanks for inaugurating the MOTION PICTURE DAILY AIR MAIL EDITION. We appreciate getting the news while it is new."

DAVID GOLDING

Publicity Manager
20th Century-Fox Film Corp.
New York, N. Y.

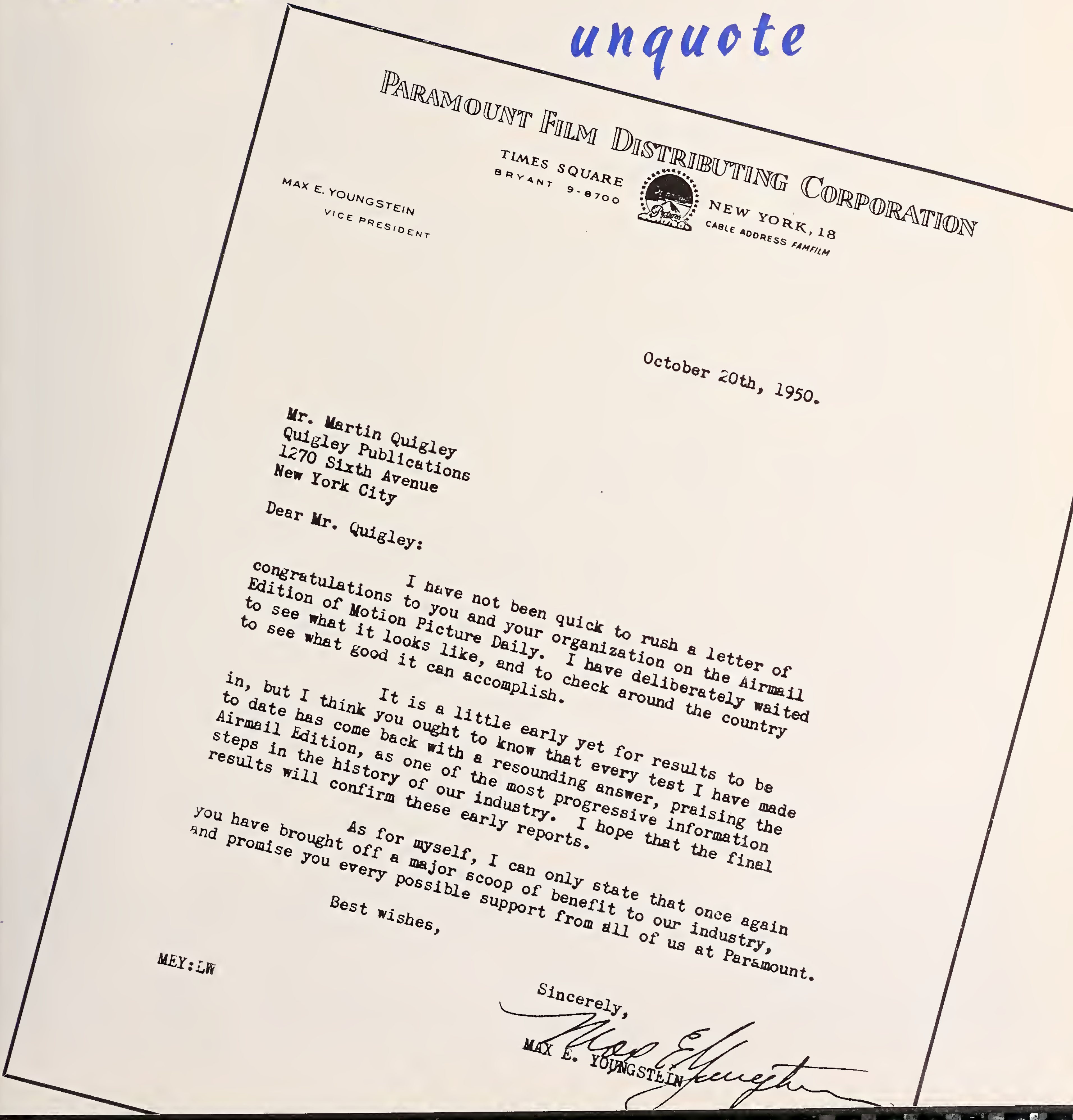
"I have been watching the AIR MAIL EDITION. I think it is a happy innovation. Journalism needs excitement to keep it alive. You are to be congratulated for doing your share."

"The new AIR MAIL EDITION of *Motion Picture Daily* certainly solidly reaffirms the paper's great tradition of service to the film industry. 'Today's News Today' is the ultimate in communications, and I congratulate you on this splendid example of enterprise."—Samuel Goldwyn, Hollywood, Calif.

Quote

. . . every test I have made to date has come back with a resounding answer, praising the AIRMAIL EDITION as one of the most progressive information steps in the history of our industry . . . .

unquote



PARAMOUNT FILM DISTRIBUTING CORPORATION
TIMES SQUARE
BRYANT 9-8700
NEW YORK, 18
CABLE ADDRESS FAMFILM

MAX E. YOUNGSTEIN
VICE PRESIDENT

October 20th, 1950.

Mr. Martin Quigley
Quigley Publications
1270 Sixth Avenue
New York City

Dear Mr. Quigley:

I have not been quick to rush a letter of congratulations to you and your organization on the Airmail Edition of Motion Picture Daily. I have deliberately waited to see what it looks like, and to check around the country to see what good it can accomplish.

It is a little early yet for results to be in, but I think you ought to know that every test I have made to date has come back with a resounding answer, praising the Airmail Edition, as one of the most progressive information steps in the history of our industry. I hope that the final results will confirm these early reports.

As for myself, I can only state that once again you have brought off a major scoop of benefit to our industry, and promise you every possible support from all of us at Paramount.

Best wishes,

Sincerely,

Max E. Youngstein

MAX E. YOUNGSTEIN

MEY:LW

Canadian Exhibitors Will Meet Dec. 4-5

Toronto, Nov. 8.—Tentative arrangements have been made for the holding of the second annual meeting of the National Committee of Motion Picture Exhibitors' Associations of Canada, on Monday and Tuesday, Dec. 4-5, in Toronto, with Ottawa as an alternative locale.

Chairman Arch J. Mason of Springhill, N. S., attended the ninth annual meeting on Oct. 31 of the Motion Picture Theatres Association of Ontario in Toronto and made an official appearance at the annual meeting of the Quebec Allied Theatrical Industries today at the Windsor Hotel, Montreal.

McCormick Heads MP Advertising Unit

S. Barret McCormick, RKO Radio advertising-publicity director, was named chairman for the next six months of the Motion Picture Association of America advertising and publicity directors committee at a meeting here yesterday at the Hotel St. Moritz. McCormick succeeds Arthur A. Schmidt, Columbia advertising-publicity director, whose half-year tenure earned a unanimous vote of thanks from the meeting.

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, and Charles E. McCarthy, COMPO information officer, met with the committee to discuss industry public relations activities. The committee re-affirmed full support of COMPO.

Rank's John Davis Arrives in Canada

TORONTO, Nov. 8.—On his semi-annual business trip to Toronto, John Davis, managing director of the J. Arthur Rank Organization in London, met Leonard W. Brockington, K.C., for the first time since the latter succeeded the late J. Earl Lawson here as president of Odeon and Eagle Lion companies in Canada.

Davis expressed pleasure with Canadian Odeon progress in the past two years adding that Rank interests were flourishing everywhere outside of Britain.

Davis will go to Montreal and New York from here, then to Rio de Janeiro to attend Universal-International's Latin American convention starting Nov. 13.

Arthur on COMPO

(*Continued from page* 1)

approach within the industry to problems that plague all of us."

"It is an even fresher note that outstanding leaders of labor have been conspicuously spotlighted among those foremost in its creation, development and initial activities," Arthur adds.

Explaining COMPO's prospects. Arthur describes COMPO as "a unique experiment in industrial statesmanship." He writes of the efforts of Roy M. Brewer of the "IA" and head of the AFL Film Council, Hollywood, in behalf of the all-industry organization.

Discrimination In Censor Test

(*Continued from page* 1)

will be more successful in getting high court action on some subsequent case challenging the validity of state and local censorship. The later case might come at a time when the Court had not just finished dealing so many blows at various types of statutory discrimination and therefore might feel more free to move in the censorship field. Moreover, the later case might be completely free of any legal technicality on which the justices could duck the main issue.

Such a test case, it is believed, might well be the "Pinky" case now being pushed in the Texas courts.

The Supreme Court, when it refuses to hear an appeal from a lower court decision, does not usually give any reason for its refusal. It might be based on a feeling the lower court was right or it might be based on any one of a hundred reasons why the justices don't want to hear the case, even though they think the lower court was wrong.

No one was too surprised when the Court last year refused to hear the "Curley" appeal. The issues in that case were clouded over with legal technicalities. The "Lost Boundaries" case, however, was felt to be much more clean-cut, and consequently the Court's refusal to hear that appeal was considerably more of a blow to the industry. Industry lawyers hoped that the Court's action was based on some reason other than a belief that censorship of films was Constitutional, and prepared another test.

Reliable court sources now reveal that the industry's hopes were justified and the Court's refusal to hear the appeal was not based on any feeling that censorship is constitutional.

Here's what these sources reveal: The justices' clerks, who go over all appeals and make recommendations to their justices on what cases should be taken, were practically unanimous in recommending the "Lost Boundaries" case be put down for argument.

The justices themselves, when they came together to discuss the orders for the following week, had a long and heated debate on the case. Finally, the point was made that the Court had already acted on cases of racial discrimination involving educational facilities, public golf courses, dining cars and other facilities, and that since the film case might also be interpreted in some areas as another attempt of the Court to lay down rules on discrimination, perhaps the court should call a halt for the time being.

The justices urging this view pointed out that the challenge raised by the Atlanta censors to the legal status of RD-DR Corp., producer-distributor of "Lost Boundaries," to make the appeal offered a convenient excuse for refusing the case and this view finally prevailed. Only Justice Douglas refused to go along and continued to insist that the "Boundaries" case be taken under advisement.

Few Films for Loop

(*Continued from page* 1)

In 1947, he explained, the five major distributors produced 147 films, 100 of which he considered "suitable." B. and K. secured 90 of these for their Loop theatres, but they needed 130 for their five theatres during the year. So they resorted to reissues and double featuring films which they felt were "unsuitable" to fill in the playing time and as a result of the lack of good films, The Garrick theatre was closed, he said.

Twenty-five of the films which played at B. and K. theatres in 1949, he asserted, were capable of playing more than two weeks. He based this claim on box-office grosses.

Lustgarten also said that extended engagements in the Loop do not diminish box-office possibilities of films in their outlying runs. "Instead," he said, "a longer Loop run builds up interest in a movie because advertisers will spend more money to promote a film destined for a four- or five-week run than they will on one which they know is booked for only two weeks."

Censors to Meet

(*Continued from page* 1)

be set up for the conference it is known that the meeting will be aimed primarily at improving appeal procedures to the extent that producers whose pictures are rejected by state censors will find it possible to secure quick reconsideration. However, Dr. Flick, who has been acting as meeting coordinator, has emphasized that no attempt will be made to standardize film censorship activities in the various states.

Allied Board

(*Continued from page* 1)

phis had arbitration on the agenda and tabled it, and that "no one has moved to take it off the table since then."

At its board meeting in Pittsburgh at the end of September, Allied did not discuss industry arbitration. However, in addressing the Pittsburgh convention Myers said: "There is little point in arguing for conciliation and arbitration of the pin-pricks in the industry while the running sores go unhealed." He was referring to trade practices, particularly competitive bidding procedures, which Allied members complained of in convention film clinics and elsewhere.

Allied has not been invited to any arbitration meeting yet, Myers said yesterday. But "even if it were invited, I don't see how we could accept unless the board okayed it, and since the board very rarely does anything by mail, it would have to wait at least until after our next board meeting here in January or February," the Allied chairman said.

Admission Levies

(*Continued from page* 1)

the fight would not be dropped, but would rather be intensified. They indicated AMA will now suggest that Congress either repeal the tax outright or at least set up an "offset" device under which states and cities could levy an admission tax and these would be deducted from the Federal tax, so that the theatre owner would never have to pay total taxes greater than the 20 per cent Federal levy.

IATSE's Levy Is Elected to Bench

Matthew M. Levy, special counsel for the IATSE, was victorious in Tuesday's general election in the race for New York State Supreme Court Justice for the Manhattan-Bronx district. He was the candidate of both the Democratic and Liberal parties.

Levy, who is also counsel for "IA" Motion Picture Home Office Employes Local No. H-63, received active support in his campaign from a committee composed of leaders of all New York City "IA" locals.

Reasons for Raises

(*Continued from page* 1)

that the best interests of the industry would be served if producers would recognize, in the light of developments of the past year, that a wage adjustment is now due Hollywood studio workers.

"It should be recalled that at the time our contracts were negotiated representations were made to our members that the economic outlook for the industry was indeed a grim one. It was predicted that all major companies would be operating 'in the red.' We do not question the sincerity of predictions made at that time, but the record will show that not only have companies not been in the red, but that stockholders of motion picture stocks have over the past five years participated in the greatest dividend-earning period in the history of this industry. We do not think workers should be penalized because they relied upon your economic estimation, which fortunately for all of us has not materialized as you anticipated.

"In our previous contract, we had a provision that if the cost of living advanced five per cent or more, wages would automatically be adjusted. This adjustment was made in the form of an 11.17 per cent increase on Jan. 1, 1947, This is the last increase Hollywood workers have received. At the time our contracts were negotiated, an increase in the cost of living stood at some point near eight per cent. By a rule of our previous contract, our members should have been granted an increase in this contract, but because of conditions in the industry and its predicted future, the unions agreed to sign a new contract without a basic increase. Today the cost of living is increasing by leaps and bounds. Employers throughout the nation are increasing wages, many voluntarily."

Election Results

(*Continued from page* 1)

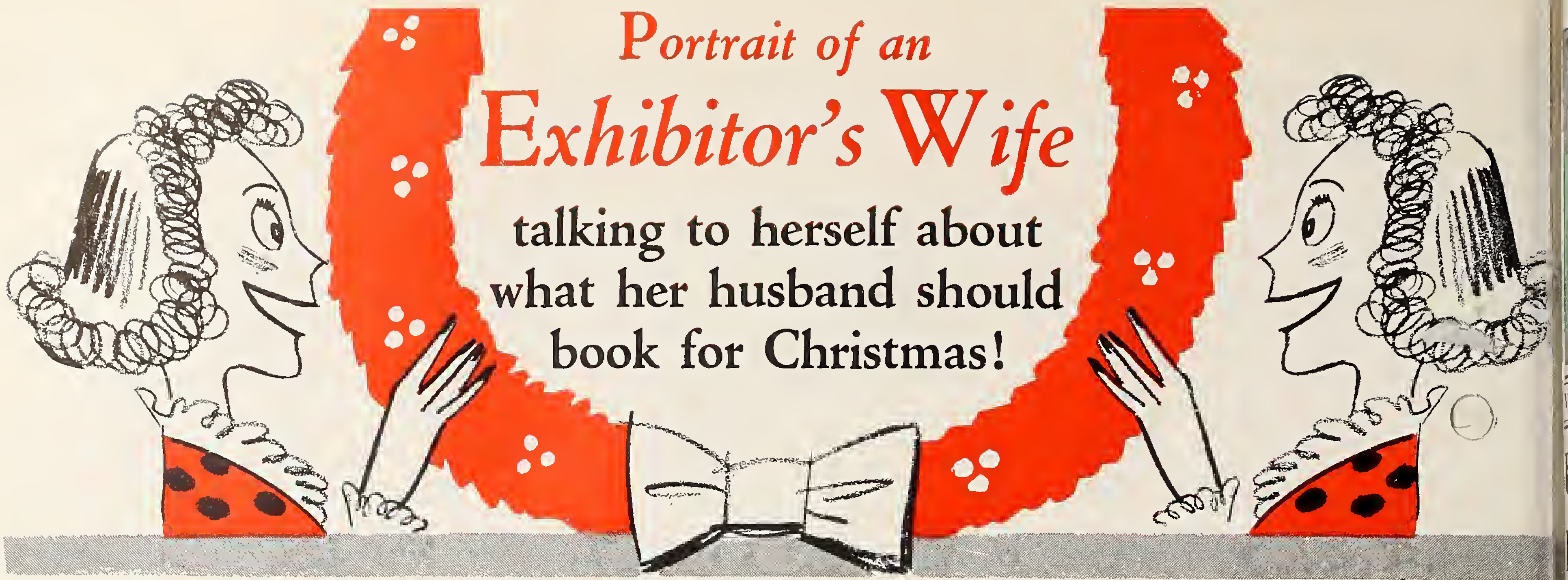
One friend of the industry who lost is Rep. Steve Young (D., O.). As a member of the Ways and Means Committee Young led the fight in that group for complete repeal of the admission tax.

The Lucas and Myers defeats create the only vacancies on the important Senate Finance Committee. In the key House Ways and Means Committee, there are three vacancies, those left by the defeat of Young and the resignation of Reps. Lynch and Carroll.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT.	WARNERS	LIPPERT
Oct. 1	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)	ONE MINUTE TO TWELVE D—90 min.	TOAST OF NEW DRLEANS (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)								THE BREAKING POINT John Garfield Patricia Neal D—97 min. (Rev. 9/11/50)	I SHOT BILLY THE KID Don Barry O—57 min. (Release: Sept.) (Rev. 8/2/50)
Oct. 8	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Dakie D—79 min. (Rev. 10/13/50)	SO LONG AT THE FAIR Jean Simmons D	RIGHT CROSS June Allyson Dick Powell D—90 min. (Rev. 8/16/50)	CHEROKEE UPRISING Whip Wilson O	(Oct. Releases) COPPER CANYDN (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	SUNSET IN THE WEST (Color) Roy Rogers O—67 min. (Rev. 9/27/50)	OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50) MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50)		(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)		
Oct. 15	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50) BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	THE SECDND FACE Ella Raines D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D—91 min. (Rev. 10/4/50)	MODERN MARRIAGE R. Hadley D—66 min. (Rev. 4/6/50)	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)	HIT PARADE OF 1951 John Carroll Marie McDonald MC-85 min. (Rev. 10/20/50)	WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50)	SECOND WOMAN Robert Young D	WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)	THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	TRAIN TO TOMBSTONE Don Barry O—56 min. (Release: Aug.) (Rev. 9/7/50)
Oct. 22	RAIDERS OF TOMAHAWK CREEK Charles Starrett O	KANGAROO KID Jack O'Mahoney D—73 min.	THE MINIVER STDRY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.	CASSIND TO KOREA (Documentary—58 min.) (Rev. 9/26/50)	RUSTLERS ON HORSEBACK Allan Lane O MACBETH Orson Welles D—107 min. (Rev. 10/8/48)		I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)		WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D—77 min. (Rev. 10/4/50)		RETURN OF JESSE JAMES John Ireland D—75 min. (Release: 9/8/50) (Rev. 8/31/50)
Oct. 29	(Nov. Releases) HARRIET CRAIG Joan Crawford Wendell Corey D—94 min. (Rev. 10/27/50)	TWO LOST WORLDS D—90 min. PREHISTORIC WOMEN Laurette Luez Allan Nixon D BDRDER OUTLAWS Spade Cooley O	DIAL 1119 Marshall Thompson Virginia Field D—75 min. (Rev. 9/28/50)	BLUES BUSTERS Leo Gorcey D—64 min.			WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) JOAN OF ARC Ingrid Bergman Jose Ferrer D-145 min. (Rev. 10/20/48)				GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	BORDER RANGERS Don Barry O—57 min. (Release: 10/6/50) (Rev. 10/10/50)
Nov. 5	EMERGENCY WEDDING Larry Parks Barbara Hale C-D—78 min. PIGMY ISLAND Johnny Weismuller O	SUN SETS AT DAWN Sally Parr D—71 min.	THE NEXT VOICE YOU HEAR James Whitmore Nancy Davis D—83 min. (Rev. 6/7/50)	JOE PALOOKA IN THE SQUARED CIRCLE Joe Kirkwood D			MAD WEDNESDAY Harold Lloyd Frances Ramsden C—89 min. (Rev. 2/18/47)			(Nov. Releases) THE MILKMAN Donald O'Connor Jimmy Durante C—87 min. (Rev. 10/10/50)		
Nov. 12	THE BLAZING SUN Gene Autry O—70 min. THE TEXAN MEETS CALAMITY JANE (Color) O—71 min. (Rev. 10/18/50)	THEY WERE NOT DIVIDED Edward Underdown Ralph Clanton D	TWO WEEKS—WITH LOVE (Color) Jane Powell Ricardo Montalban MD—92 min. (Rev. 10/11/50)	(ALLIED ARTISTS) SOUTHSIDE 1-1000 Don DeFore Andrea King D—73 min. (Rev. 10/13/50)	(Nov. Releases) TRIPOLI (Color) Maureen O'Hara John Payne D—95 min. (Rev. 10/6/50)	RIO GRANDE John Wayne Maureen O'Hara O—105 min. (Rev. 11/2/50) NORTH OF THE GREAT DIVIDE (Color) Roy Rogers O-67 min.	STORY OF A DIVORCE Bette Davis Barry Sullivan D	(Nov. Releases) ALL ABOUT EVE Bette Davis Anne Baxter C-D—138 min. (Rev. 9/13/50) THE JACKPOT James Stewart Barbara Hale C—85 min. (Rev. 10/2/50)	THREE HUSBANDS Eve Arden Emlyn Williams D	DEPORTED Marta Toren Jeff Chandler D—88 min. (Rev. 10/20/50)	ROCKY MOUNTAIN Errol Flynn Patrice Wymore O—83 min. (Rev. 10/3/50)	HOLIDAY RHYTHM All-Star Cast Two versions, M—60 min. and 70 min. (Rev. 10/3/50) (Release 10/13/50)
Nov. 19	CHAIN GANG Douglas Kennedy D—70 min. (Rev. 10/10/50)	ROGUE RIVER Rory Calhoun D MR. UNIVERSE Jack Carson Janis Paige D			LET'S DANCE (Color) Betty Hutton Fred Astaire M—112 min. (Rev. 8/11/50)	UNDER MEXICALI STARS Rex Allen O—67 min.	NEVER A DULL MOMENT Irene Dunne Fred MacMurray C—89 min. (Rev. 10/31/50)	TWO FLAGS WEST (Color) Joseph Cotten Linda Darnell D—92 min. (Rev. 10/10/50)		KANSAS RAIDERS (Color) Audie Murphy Brian Donlevy O—80 min.		
Nov. 26	(Dec. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min.	GOLDEN SALAMANDER Anouk Trevor Howard D—96 min.	KING SOLOMON'S MINES (Color) Deborah Kerr Stewart Granger D—105 min. (Rev. 9/26/50)	OUTLAW GOLD Johnny Mack Brown O		THE MISSOURIANS Monte Hale O	ALIAS MIKE FURY Victor Mature Terry Moore D				WEST POINT STORY James Cagney Virginia Mayo D	
Dec. 3	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50)		MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)		(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	TRAIL OF RDBIN HOOD Roy Rogers Penny Edwards O		(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50)	NEW MEXICO Marilyn Maxwell Lew Ayres D	(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50)	BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 10	THE TOUGHER THEY COME Preston Foster Wayne Morris D LIGHTNING GUNS Charles Starrett Smiley Burnett O			OUTLAWS OF TEXAS Whip Wilson O-58 min.			JET PILOT (Color) John Wayne Janet Leigh D HIS KIND OF WOMAN Robert Mitchum Jane Russell D	FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C		MYSTERY SUBMARINE Macdonald Carey Marta Toren D		

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)



Portrait of an Exhibitor's Wife

talking to herself about what her husband should book for Christmas!

"...and so I tell him—Book **'FOR HEAVEN'S SAKE'** lover boy. You can't miss with that **BELVEDERE** man bringing that Yuletide cheer!"

"Mmmm a real *white* Xmas! *White* ermine, *white* diamonds—I'll be the envy of every Exhibitor's wife in town!"

"But like I told him...what about **'THE MUDLARK'!** All that Command Performance publicity! Book-of-the-Month!...Irene Dunne!"

"Maybe a warm Xmas would be better...a cruise...Florida...Bermuda...Mmm-m-m!"

"...and wait'll I tell him about **'HALLS OF MONTEZUMA'**—I really go for those marines...and that Widmark! It's red-white-and-blue...Technicolor Too!"

"Jingle Bells at the Box-Office! Anyway you play it—it's gonna be a **VERY MERRY XMAS**—and a **HAPPY NEW YEAR!**"

It's a pleasure to come home to your wife—when you book Twentieth's **THREE QUALITY PICTURES A MONTH!**

There's No Business Like 20 CENTURY-FOX *Business!*

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 91 NEW YORK, U.S.A., FRIDAY, NOVEMBER 10, 1950 TEN CENTS

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U. S. Weighs Projectionist Pension Plan

N. Y. Union-Management Program Awaits Okay

Approval by the U. S. Treasury Department is all that is needed now to make effective the New York City union-management projectionists welfare and pension program which IATSE president Richard F. Walsh has characterized as the forerunner of others across the country.

Basis of the plan established following long-time negotiations between "IA" Projectionists Local No. 306 and the Loew's, RKO and other large circuits here is the payment by exhibitors into a welfare fund of five per cent of the basic wage scale for each projection-

(*Continued on page 4*)

20th-Fox Company Bids for Subsidy Under French Law

PARIS, Nov. 9.—Fox-Europa, 20th Century-Fox's wholly-owned French subsidiary, has asked the French government to recognize it as eligible for subsidy benefits accorded newsreel production companies under a French law passed Sept. 23, 1948.

The government has been delaying its reply with the result that the American Embassy here some time ago called the attention of the French Foreign Minister to the persistent refusals of the French government to comply with Fox-Europa's request.

(*Continued on page 5*)

Skouras, Johnston To NCCJ Meetings

WASHINGTON, Nov. 9.—Spyros P. Skouras, 20th Century-Fox president, is the American representative on a panel discussing the global implications of prejudice and discrimination tomorrow night at the 22nd annual meeting of the National Conference of Christians and Jews being held at the Mayflower Hotel here.

The meetings will continue through Saturday at which time, Eric Johnston, president of Motion Picture Association of America, and general

(*Continued on page 5*)

Distributors Withdraw from Longer Loop Run Petition

O'Shea Discloses New Para. Sales Twist

A special sales letter on each Paramount picture to be released will henceforth be sent to all branch and division managers who will then furnish their bidding customers with a copy, it was disclosed here yesterday by E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp.

Each letter, which will be prepared by the publicity department, will point up the key box-office ingredients contained in the picture and will serve as sales ammunition to accompany each request for a bid.

CHICAGO, Nov. 9.—Four distributors withdrew their support of Balaban and Katz's petition to amend the Jackson Park decree limiting Loop runs to two weeks today when objections were raised to the attempt of Myles Seeley, attorney for 20th Century-Fox and Loew's, to cross-examine a witness.

Both Tom McConnell, Jackson Park attorney, and Alfred Teton, B. and K. attorney, objected when Seeley attempted to question a witness with the avowed purpose of "qualifying many of the things said about his clients" during the course of the hearings before Federal Judge Michael Igoe.

Judge Igoe said that if any of the decisions made in the case should affect the distributors they would have a chance to appeal. Thereupon the

(*Continued on page 5*)

Lesser Expansion Abroad Underway

In the first of a series of moves designed to bring his organization in first-hand touch with foreign production and distribution, producer Sol Lesser has opened offices in London and Frankfurt, as expected. Further expansion abroad is looked for.

Assigned to the supervision of Great Britain is Jack Osserman, with Germany and Austria in the hands of

(*Continued on page 5*)

Trumbo Gets Story Credit in Col. Film

Screen credit is given to Dalton Trumbo, one of the convicted "Hollywood 10," in Columbia's new release, "Emergency Wedding," raising the question whether there has been a violation of the so-called "Waldorf Agreement" of major film company heads not to employ known Communists.

A spokesman for the Motion Pic-

(*Continued on page 4*)

Mono. Reports $175,866 Loss for 13-Week Period

HOLLYWOOD, Nov. 9.—Following the annual Monogram stockholders and directors' meeting, at which all directors and officers were re-elected, president Steve Broidy disclosed that consolidated operations for the first thirteen weeks of the current fiscal year, ending Sept. 30, show a loss of $175,866, as compared with a profit of $101,400 for the same period in the preceding year.

Broidy pointed out that the loss was entirely due to amortization, two high-budget pictures produced by the company, which are being distributed by another distributing company, and was not unexpected because costs of these two pictures are being amortized on the basis of the company's own

(*Continued on page 5*)

Italy Is Restricting Theatre Building

Washington, Nov. 9.—Trade sources in Milan report that there will be 8,000 theatres in Italy by the end of the year, according to Commerce Department film chief Nathan D. Golden. He said that the government is now restricting licenses to open new theatres, issuing them only when old theatres close. In Milan, for example, only two of 22 pending applications for licenses are expected to be approved.

See Amicable Outcome for COMPO Clash

TOA-Allied Quarrel Held A 'Tempest in a Teapot'

Key representatives of the Council of Motion Picture Organizations and Theatre Owners of America in New York have been conferring frequently and at length during the past few days in efforts to dissipate the threats to COMPO's continuance that arose out of the TOA Houston convention, and one COMPO executive declared yesterday that the turmoil which was engendered now appears to be shaping up as a "tempest in a teapot."

Moreover, the COMPO spokesman said his opinion was that some non-exhibition members of the COMPO board very likely will "go along" with the TOA proposal that voteless

(*Continued on page 5*)

Owners See Need For Hiked Scales, But Delay Action

Except for some minor adjustments up or down the scale, motion picture theatre ticket prices across the nation have been left unchanged during the past months and no significant increases or reductions are in sight, *Motion Picture Herald* will say today.

However, exhibitors in general agree that prices should be raised to meet increased operating costs, but they are deterred from taking action by a variety of factors. The most important would appear to be that it would be "psychologically bad" to

(*Continued on page 5*)

Disney Will Redeem 11,196 Shares Jan. 1

HOLLYWOOD, Nov. 9.—The board of directors of Walt Disney Productions today authorized the redemption of all outstanding shares of its six per cent cumulative convertible preferred stock.

The date fixed for redemption is Jan. 1, 1951. The redemption price is $25 per share, plus accrued dividends to the redemption date. There are oustanding 11,196 shares, which remain out of the original issue of 155,000 shares. Formal notice of redemption will be mailed about Nov. 22 to stockholders of record Nov. 15.

NEWS in Brief . . .

FOR the first time in its 17-year history the "Night of Stars," United Jewish Appeal benefit show, will present an all-Israeli production number, utilizing the stars of the new Israeli supper club, the Habibi, at the forthcoming show to be held at Madison Square Garden, Nov. 20.

•

Syracuse, N. Y., Nov. 9.—General Electric is continuing the development of its all-electronic color television system notwithstanding the Federal Communications Commission decision authorizing commercial operation in Columbia Broadcasting's color system, Dr. W. R. G. Baker, General Electric vice-president and general manager of Electronics, announced here.

•

HOLLYWOOD, Nov. 9.—Edward Arnold resigned today as vice-president and treasurer of the Permanent Charities Committee because of professional commitments requiring his absence from Hollywood. L. C. Helm and Marvin A. Ezzell will serve his unexpired term pending the annual meeting to be held in March.

Elect Fay, O'Leary Officers of C. & F.

Edward M. Fay was elected chairman of the board of C. and F. Theatre Co. (Comerford and Fay) and J. J. O'Leary of Comerford Theatres was elected president at a meeting of the C. and F. board here Wednesday. R. Willard Matthews was named general manager.

The company operates the Majestic, Fay's and Carlton theatres in Providence.

Tri-States Allied Plans Film Clinics

MEMPHIS, Nov. 9.—Tri-States Allied's board of directors met here today and decided to hold a series of film clinics at the Hotel Chisca in Memphis starting Nov. 20. The clinics will be held once a month and are patterned after the Pittsburgh clinic. John Mohrstabt, Tri-State president, and Arthur Rush, manager, will be in charge.

One World Award To Stanley Kramer

A special One World Award for motion pictures "which have broken new ground in presenting controversial issues," went yesterday to Stanley Kramer, producer of "Home of the Brave," "The Men," and the forthcoming "Cyrano de Bergerac."

Presentation of the award was made by Dr. Jan Gunnar Lindstrom, acting director of the United Nations Film and Information Division, in ceremonies held at United Artists here, following a showing there for One World Award committee members of "Cyrano de Bergerac," released through U. A.

Personal Mention

JOHN DAVIS, managing director of the J. Arthur Rank Organization, will arrive here today from Montreal for conferences with ROBERT J. BENJAMIN, head of the Rank Organization here. DAVIS will leave here tomorrow with NATE J. BLUMBERG, U-I president, and AL DAFF, director of world-wide sales, for U-I's Latin American sales meeting in Rio de Janeiro.

•

NORMAN PYLE, M-G-M field press representative covering Des Moines and Omaha, has arrived here for conferences with DAN S. TERRELL, exploitation manager.

•

OTTO PREMINGER, 20th Century-Fox producer-director, arrived here from the Coast yesterday.

•

IVAN FULDAUER, M-G-M field press representative, has left Albany for Buffalo.

•

ANN BONTEMPO of Loew's Theatres advertising department is vacationing in Miami.

•

KEN STECKLINE, assistant manager of Loew's Theatre, Harrisburg, Pa., is the father of a baby girl.

•

BERNARD SMITH, West Coast story editor for Paramount, will return to California today from New York.

LEE KOKEN, in charge of RKO Theatres' vending, is on a concession business tour covering Rochester, Syracuse, Trenton, and New Brunswick.

•

JOHN HORTON, Universal's Washington representative, and MRS. HORTON announce the birth of a baby girl. MRS. HORTON is the former DRUCIE SNYDER, daughter of the Secretary of the Treasury.

•

RUSSEL STEWART of the M-G-M home office publicity department has become the father of a fourth child, a boy, born at the Gardens General Hospital, L. I.

•

GEORGE SHUPERT, Paramount Television vice-president, and BERT BALABAN, manager of the TV film department, are on the Coast from New York.

•

EDWARD CANTY, head booker at Paramount's San Francisco exchange, has retired after 30 years in film distribution.

•

MRS. HAZEL PARKER, president of J. J. Parker Theatres, Portland, Ore., is visiting New York.

•

SID CHALOFSKY, Universal home office statistician, will leave here for a Florida vacation tomorrow.

Strike Authority Is Voted by Full TVA

The Chicago and Los Angeles units of Television Authority have followed the New York unit's lead in granting the executive board of the television performers' union authorization to call a strike against the networks if current union-management negotiations collapse, it was reported by George Heller, TVA national executive secretary.

Meanwhile, however, negotiations are continuing here, Heller said.

Heller said also that TVA, the superstructure of five AFL performer unions, after Nov. 20 will not allow its members to do free benefits on television "for any purpose." After that date, any TVA artist performing on a benefit program must be paid at least a minimum fee.

NLRB Hearings on SAG-TVA Dispute Set for Monday

HOLLYWOOD, Nov. 9.—National Labor Relations Board hearings on the jurisdictional dispute between the Screen Actors Guild and Television Authority will begin Monday.

The hearing is on SAG's petition for an election and certification of its status as exclusive bargaining agent of actors employed by motion picture producers in Southern California. After the hearings, which may take several weeks, a transcript will be forwarded to Washington, where the NLRB will decide whether there shall continue to be a single bargaining unit for actors in motion pictures.

Decision Pends In Conn. Arbitration

At the end of two days of hearings at the American Arbitration Association here, arbitrator Jay Emanuel yesterday reserved decision in the Bridgeport-Stratford, Conn., case, which, it is hoped in many quarters, will set the pattern for exhibitor-distributor arbitration activity in the future.

The case is unique in that it marks the first time in over a decade that an industry figure has arbitrated an exhibitor-distributor dispute. Emanuel's decision is expected to establish the formula for clearances and availabilities in the Bridgeport-Stratford area.

Examined at yesterday's hearing were Sperie Perakos of the complainant Elmwood Theatre; Albert Pickus of the intervening Stratford Theatre; John P. Byrne, M-G-M Eastern sales manager; Harry F. Shaw, division manager of Loew's Poli New England Theatres, and Philip Gravitz, M-G-M New Haven branch manager. The Hooper-Holmes Bureau, Inc., of New York, which conducted a Bridgeport motion picture survey, submitted evidence through a representative at the hearing.

Attorneys Monroe E. Stein and Herman M. Levy represented respectively the Elmwood and the Stratford. Distribution attorneys on hand included Charles Young, 20th-Fox; Sam Boverman, Paramount; Morris Ruffman, Warner; M. Thompson, M-G-M, and Harry Pimstein, RKO Radio. The AAA was represented by Charles Wall.

20th-Fox TV Short 'Plugs' 8 Releases

A special Christmas short subject which shows scenes from eight 20th Century-Fox future releases will be made available gratis to exhibitors on 16 mm. film without sound for showing on TV, it was announced yesterday by Andy W. Smith, Jr., sales vice-president.

Called "The Magic Eye," this special trailer takes the audience behind the scenes at the 20th Century-Fox Coast studio and shows them sequences from "For Heaven's Sake," "American Guerrilla in the Philippines," in Technicolor; "The Mudlark"; "Halls of Montezuma," Technicolor; "I'd Climb the Highest Mountain," Technicolor; "Call Me Mister," Technicolor; "Bird of Paradise," Technicolor, and "Follow the Sun."

The short runs for approximately eight minutes and will also be made available gratis to exhibitors for showing in their theatres during the Christmas season.

Wilson Aids Agvariety

Earl Wilson, newspaper columnist, has been named chairman of the publicity committee for the Agvariety 1950 Madison Square Garden show, Dec. 11. He has called a meeting of his committee for today at New York Variety Club in the Hotel Astor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR · STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

JUNE HAVER · WILLIAM LUNDIGAN
GLORIA DeHAVEN · DENNIS DAY · HARRY JAMES
in
"I'LL GET BY"
Guest star appearances by
JEANNE CRAIN · DAN DAILEY
VICTOR MATURE · REGINALD GARDINER
COLOR BY TECHNICOLOR
in Person
TEX BENEKE
And His Orchestra
GEORGIE KAYE
JOEY GILBERT & ARLENE RUSSELL
EXTRA! THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

all about eve 20th
ROXY 7th Ave. & 50th St.
BETTE DAVIS · ANNE BAXTER · GEORGE SANDERS · CELESTE HOLM
plus STAGE SHOW!
CONTINUOUS PERFORMANCES

B'WAY & 45th ST.
Astor
DOORS OPEN 9:30 A.M.
AMERICAN GUERRILLA IN THE PHILIPPINES
20th CENTURY-FOX
Tyrone POWER
Micheline PRELLE
Technicolor

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WashingtonToppers See 'Breakthrough'

WASHINGTON, Nov. 9.—Top Army "brass" and other leading Pentagon officials turned out tonight for the Washington premiere of Warner Brothers' "Breakthrough."

Invited guests included Defense Secretary Marshall; General Omar Bradley, chairman of the Joint Chiefs of Staff; Army Secretary Frank Pace, Jr.; Navy Secretary Matthews; Air Chief of Staff General Vandenberg; Air Force Secretary Finletter and Army Chief of Staff General Collins.

The U. S. Army band put on a special half-hour show at the Warner Theatre, where the film opened, and Army searchlights flooded the skies outside the theatre.

Suzanne Dalbert, one of the film's stars, paid a flying visit here yesterday to appear on radio and TV shows, visit the French Embassy to invite Ambassador and Madamme Bonnet to the premiere, and wound up her day with a stage appearance at the Warner.

Warner's 'Breakthrough' Opens In Several Key Situations

Warner Brothers' "Breakthrough" opened in key cities over the country yesterday.

Following a premiere at the Hollywood Theatre, Los Angeles, on Wednesday night, the picture began its regular run in that city at the Hollywood, Wiltern and Downtown theatres yesterday.

The picture also opened in Akron, Albany, Bridgeport, Cleveland, Hartford, New Haven, Wooster, Youngstown, Memphis, Oklahoma City and Philadelphia, where it had a special midnight premiere at the Stanley.

Rubine Takes Crew to Field for 'Fury'

A special exploitation staff has left here to handle the four-city test advertising and exploitation campaigns devised for Robert Stillman's "The Sound of Fury," his first release for United Artists.

Headed by Irving Rubine, Stillman's vice-president in charge of advertising-publicity, who will supervise the over-all campaign, the field men and the situations they will handle are: Harold Salemson, Granada Theatre, South Bend, Ind.; Dick Weaver, Palace Huntington, W. Va.; John Markle, State Theatre, Lincoln, Neb., and Murray Roman, Victoria, Wheeling, W. Va.

Ira N. Fraim, 56, Officer of DeLuxe

Ira N. Fraim, 56, secretary and comptroller of DeLuxe Laboratories here, died at his home in Tenafly, N. J., on Saturday, it was disclosed yesterday. He had been associated with DeLuxe Laboratories for 22 years. The widow and two daughters survive.

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs

Germans Would Cut Film Imports Nearly 50 Per Cent

WASHINGTON, Nov. 9.—The German film industry is trying to get the government to limit film imports to about 240 a year, the U. S. Commerce Department reports.

This would compare to about 517 films imported into Western Germany in 1949, including 225 from the U. S., 120 from Great Britain and 79 from France.

Commerce, in a report by film chief Nathan D. Golden, quotes German press reports to the effect that the German industry recently submitted to the German Parliament a draft of a new law to restrict foreign film imports, and that German film circles believe that a stable and profitable industry can be obtained by releasing only 300 films a year. The draft law would require import certificates based on a quota to be announced each June. For the year 1950-51, the German share would be 60 films or about 20 per cent of the total.

Golden points out that from 1929 to 1933, Germany used about 250 to 300 films annually, of which over one-third was domestic. Moreover, there were then about 6,000 theatres. Now, with only 4,000 theatres, Germany is faced with the problem of absorbing three times as many films.

General Service to Continue Operations

HOLLYWOOD, Nov. 9.—The creditors' committee in charge of the affairs of General Service Studio has decided to continue to operate the studio for the present, with proceeds from space rental to be applied to the firm's indebtedness. The Nasser brothers will continue in charge of physical handling.

The increasing production of television films, coupled with Federal restrictions on new studio construction, inclined the committee to the belief that the plant can be operated profitably.

Griesdorf Named Odeon Director

TORONTO, Nov. 9.—In connection with the recent conference of John Davis, managing director of the J. Arthur Rank Organization, with officials here of the Canadian Rank division, an announcement was made today that David Griesdorf has been named a director of Odeon Theatres (Canada) Limited. Griesdorf resigned in August of last year as managing head of International Film Distributors Limited which was the Canadian agency for Eagle-Lion Hollywood product to become general manager of Canadian Odeon. He will continue as general manager, too.

Hennessy Leaves Loew's

SAN FRANCISCO, Nov. 9.—Mary Hennessy, publicity-advertising director of Loew's Warfield for the past year, has resigned. Miss Hennessy, whose resignation becomes effective tomorrow, was San Francisco's Fox West Coast publicist for three years preceding her appointment with Loew's. After a fall vacation in Southern California, her plans for the future will be announced.

Special 20th Unit to Promote 'Paradise'

The merchandising program for 20th Century-Fox's Technicolor production of "Bird of Paradise" will be stepped up with the formation of a special promotion unit headed by Stirling Silliphant, promotion manager for the company, it was announced.

Scheduled to be released worldwide in hundreds of situations during Easter-time, "Bird of Paradise" will be given a merchandising promotion topping "The Black Rose." The special unit will be drawn from members of the department, who will concentrate efforts on achieving 45 separate tie-ups involving every facet of the fashion field.

Endorse 'Paris 1900'

National organizations representing over 22 million women have endorsed the French-made "Paris 1900," current at New York's Paris Theatre, according to the firm of Arthur Mayer and Edward Kingsley, distributors of the film in the U. S. The organizations include the American Association of University Women, General Federation of Women's Clubs, National Council of Jewish Women, and Protestant Motion Picture Council.

Short Subject

"Pattern for Survival"

(*Cornell Film Co.*)

Effective methods of civilian defense against the atom-bomb are dramatized in this two-reel subject which is available for theatrical distribution. The subject clearly outlines the dangers of fear and panic and offers a guide for intelligent action in case of attack.

A talk on atomic fission is given by William L. Laurence, noted science writer. Included is some exciting footage of an actual bomb explosion. Hypothetical conditions under attack are portrayed and best methods for protection are indicated.

The picture is by no means a "scare" film. It serves a fine educational purpose. It is available in 35mm in Technicolor and in 16mm. in Kodachrome. Milton J. Salzberg produced with the cooperation of the Armed Forces and the Red Cross. George Carillon directed, from a story by Alberto Baldecchi. Running time, 20 minutes.

'Hamlet' Returns to Park

Universal-International's "Hamlet" will reopen at the Park Avenue Theatre here on Saturday for a three-week stand at popular prices and continuous performances, marking the end of the U-I's tenancy at the off-Broadway showcase. The J. Arthur Rank production originally played the Park for 66 weeks on a two-a-day basis.

Mr. Music
introduces
9 NEW
SONG HITS
in Paramount's
16-star
Christmas show!

Shift Evening Show as Test

INDIANAPOLIS, Nov. 9.—A test to find out whether one showing of the main feature midway in the evening will draw more business than the usual two showings, one early and one late, is under way at the Marcus Enterprises' Zaring and Ritz theatres.

Starting Monday, both houses are showing the "A" picture on their double bills at 8:45 P.M., while starting and closing with their second features at approximately seven and 10:30 P.M., reversing the order which is general in Indianapolis neighborhoods. Marcus believes it will pay off in customers who cannot make a seven o'clock show and do not want to stay up until midnight or after to see the main attraction.

The break with precedent coincided with the Zaring's celebration of its 25th anniversary.

Trumbo Credit

(*Continued from page* 1)

ture Association of America, charged with enforcing the agreement, said yesterday that without all of the facts in its possession it could take no official position at this time. Unofficially, however, and on the basis of only the known fact, the feeling is that Columbia has not violated the agreement, inasmuch as "Emergency Wedding" is a remake of "You Belong to Me," produced by Columbia in 1941.

It was pointed out that the company undoubtedly had contractual commitments to fulfill in giving screen credits for the original picture's story, and that Trumbo was not re-employed for the new picture. "Emergency Wedding" credits Nate Perrin and Claude Binyon for the new screenplay, in addition to the story credit to Trumbo.

Review

"Emergency Wedding"

(Columbia) *Hollywood, Nov. 9*

LARRY PARKS and Barbara Hale are the top names in this remake of the same studio's "You Belong to Me" which ran up an impressive box-office score in the 1941-42 season with Henry Fonda and Barbara Stanwyck in the lead roles. The new version, produced by Nat Perrin and directed by Edward Buzzell, from a script by the producer and Claude Binyon, based on the same Dalton Trumbo story, starts out as a marital-frustration comedy, dwells for a time humorously on the rich husband's jealousy of his doctor wife, goes deadly serious in a long consideration of the American Medical Association's requirement that alien physicians serve interneships in American hospitals before being licensed to practice here, and then reverts to the humorous vein for a conventional reconciliation-type ending. The preview audience at the Hawaii Theatre in Hollywood awarded the offering audible approval up to the point where it turned serious, but seemed unable to get back into the laughing mood when the heavy stuff was over.

The story casts Parks as the idle, earnest heir of a self-made millionaire, unwilling to take life easy as a rich man's son and unable to find a field in which he can demonstrate his own merit. He meets, falls in love with and swiftly marries Miss Hale, a woman doctor, but his jealousy of her male patients propels their marriage toward the rocks, where it lands when he unsuccessfully attempts, in a formal debate with her before a committee of medical authorities, to upset the AMA regulations controlling the admission of alien doctors to American practice. Separated from her, he utilizes his millions to build a hospital where alien doctors can serve required interneships without cost to themselves, is lauded by the news magazines for this act and flies off to Reno in time to win back his wife from the brink of divorce.

The switch from light comedy to utter seriousness is a hard one for audiences to take in stride, and the switch back to humor is even harder to make. The effect is equivalent to a complete change of subject and the result, on the basis of the preview reaction observed, is to cross up the average spectator at considerable expense to his enjoyment.

Running time, 78 minutes. General audience classification. November release.

WILLIAM R. WEAVER

Pension Plan

(*Continued from page* 1)

ist at the rate of 54 weeks annually, which includes the two-weeks' vacation relief man.

The plan will supplant the welfare program which Local 306 has had for many years. Negotiations were participated in by executives of the "IA" general office here, which is described as indicative of its "ever-increasing interest" in a welfare program for "IA" unions on a national scale.

Local 306 members will continue to pay into the fund $3.25 quarterly, plus regular union dues, but they will be exempt from the present $1.75 assessment for each member's death and also from the weekly payment of one cent per man on the retired pension roll. These represent a saving of approximately $100 annually to the individual union member, it was said.

Death payments from the fund will be $4,000. Health, hospitalization and sick benefits are included also. Weekly payment under the plan for retirement will be $30, an increase of $9 over the present "306" level. Retirement can be effective at 60 years of age for those who have been members of the local for 20 consecutive years. Disability retirement can be effective at age 50 for those who have been members of the local for 25 consecutive years.

Approval of the program by the Treasury Department is necessary since the Bureau of Internal Revenue has the last word on the disposition of pension and related funds which, as is inherent in such plans, are tax-free.

MOTION PICTURE
PIONEERS
INC.

MID-CENTURY DINNER
STARLIGHT BALLROOM
WALDORF-ASTORIA HOTEL
NOVEMBER 16, 1950
•
PIONEER OF THE YEAR
SPYROS SKOURAS

Reservations exclusively for members

Motion Picture Pioneers, Inc.
729 Seventh Avenue, New York 19, N. Y.

Owners View

(*Continued from page 1*)

boost admissions now that the boxoffice has just recovered from a yearlong slump.

A national survey shows a number of small increases instituted by neighborhood houses, but hardly any price reductions. In some instances, matinee hours have ben lengthened, permitting the public to take advantage of the lower prices for an additional hour or hour-and-a-half. Elsewhere, admission to children's shows has been raised anywhere from five to 10 cents.

Opinion Varies

Exhibitor opinion as to the desirability of admission price increases varies. At a recent meeting of South Dakota exhibitors at Huron, a number of showmen reported that they had boosted admissions anywhere up to 10 cents without adverse reaction on the part of the public and without any reverberations at the box office.

In some other states, operators of neighborhoods complain that their price policy is tied closely to the price structure of downtown first-runs which have held fast to their scales. Unless these houses boost their admissions, the neighborhoods cannot ask more money from the public, it is felt.

Lesser Expansion

(*Continued from page 1*)

Eric Pleskow. Pleskow served as assistant general manager for the Motion Picture Export Association and was U. S. film officer for Bavaria with headquarters at Munich for the U. S. Military Government.

Osserman will leave on the *S. S. Queen Elizabeth* on Nov. 23. Seymour Poe, New York representative for Sol Lesser, will precede Osserman to London, flying from here on Nov. 18.

To Install Osserman

While in London, Poe will install Osserman and will participate in policy discussions with Robert S. Wolff, managing director for RKO Radio in the United Kingdom; Joe Vegoda, British sales manager, and Osserman.

Poe then will proceed to Frankfurt for a look-see at the new German offices and confer with Pleskow and Herbert Horn, RKO manager for Germany. Poe will then continue on with Pleskow to Austria and finalize a distribution deal on Lesser product. He will then move to Paris for conferences with Joe Bellfort, RKO Radio Continental general manager, and Elias Lapinere, Continental sales manager for RKO. Poe will be in Europe at least a month.

Critics Pick 'Mr. 880'

CLEVELAND, Nov. 9.—The local critics' circle has selected 20th Century-Fox's "Mister 880" as the best picture to be shown in this city during October. With the award goes a trophy to be sent to Darryl F. Zanuck, vice-president in charge of production.

THEATER PROPERTIES WANTED

Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.

LOUIS BURMAN
1200 15th St. N.W., Washington, D.C.
REpublic 1768

See COMPO Harmony Again

(*Continued from page 1*)

"voices" be added to the board. He indicated, however, that for these non-exhibition members the increase in voice for TOA or any other COMPO constituent would have to be "reasonable."

It is understood that meanwhile there has been no communication recently between COMPO headquarters and Abram F. Myers, Allied general counsel, who opposes the TOA proposal for increased COMPO representation. COMPO's leaders are hopeful that Myers will yield to a possible resolution calling for additional "sitters-in" on the board in exchange for a reaffirmation by board members in general of the COMPO constitutional provision limiting votes to two for each organization represented in the all-industry organization. Allied also could augment its "voice" on the board should such a proposal be accepted, and should it so desire.

In taking a light view of the controversy as it now stands, the COMPO spokesman supported his concept by reminding that heretofore COMPO board members have been entitled to bring to meetings as many "sitters-in" as they pleased.

COMPO board members who will have this in mind when TOA puts its proposal up to the COMPO board meeting here next Thursday and Friday are expected to question TOA on the reasons for the bid since actually to all intents and purposes no officials of any constituent organization have been barred from meetings.

The informal conferences which have been going on here between TOA and COMPO officials during the past few days do not constitute meetings between COMPO and the TOA committee, headed by Ted R. Gamble, which was set up at Houston to study the COMPO board representation issue. No meeting in advance of the COMPO board meeting has been set for the TOA committee with COMPO executives.

California Association Approves COMPO Building Curbs Protest

Approval of the Council of Motion Picture Organization's protest against the building curbs ordered by the National Production Authority was voiced yesterday by L. S. Hamm, president of the California Theatres Association, according to COMPO here.

On receipt of a message from Arthur L. Mayer, executive vice-president of COMPO, clarifying his protest, Hamm wired him as follows: "Your telegram satisfactorily clarifies your protest filed with the National Production Authority and we are in accord as per the information set forth in your telegram." Several days ago, Hamm wired Mayer that the California organization was not in agreement with the COMPO protest.

NCCJ Meetings

(*Continued from page 1*)

chairman of Brotherhood Week, will preside at a session to plan the next observance of the week, Feb. 18-25. Johnston will also preside at a Saturday luncheon highlighted by a message from President Truman.

Secretary of State Dean Acheson will make the principal address at the meeting, entitled "World Brotherhood."

Skouras is serving as chairman of a world-wide committee to extend the educational program of World Brotherhood.

Longer Loop Runs

(*Continued from page 1*)

motion withdrawing the four distribution companies from the action was made by the attorneys. Besides 20th-Fox and Loew's, Paramount and RKO also withdrew.

Elmer C. Upton, B. and K. secretary-treasurer, was the last witness for the circuit. He produced financial records as evidence that the two-week limit had hurt B. and K.

Harry Lustgarten, B. and K. booker, resumed the stand this morning and continued his testimony of yesterday, when he said that there is not sufficient "suitable" product for Loop showings under the present system. Under cross-examination by McConnell, Lustgarten denied that the Garrick was closed because of a large construction project next door, which McConnell said caused vibrations making operations of the theatre impossible.

Commenting on the pattern of shorter runs, Lustgarten said that 93 films passed through the Loop into outlying houses in 1947, and that 180, almost double the number, went through the Loop in 1949.

20th-Fox Subsidy

(*Continued from page 1*)

Indications are that a negative response from the Foreign Minister would be followed by a protest from the U. S. State Department that the French government's action constitutes discrimination not only against American capital but against all foreign capital.

The case apparently has been undertaken independently by Fox-Europa, on its conviction that it is a French firm organized under French laws and qualified to receive the benefits of the newsreel subsidy legislation. It does not appear to be a test case or to seek to establish a precedent, inasmuch as it is the only American company in France now producing a newsreel. Other American-owned newsreels here were discontinued some time ago.

Murray Silverstone, president of 20th Century-Fox International, is here and may decide before leaving whether, in the event of a negative decision by the French government, the case should be dropped or carried to the highest French court.

College Football, Local Trades, Feel Television Effects

The pinch of television competition, long felt by radio, theatres and professional sports, is being seriously felt now in amateur athletics and neighborhood enterprises.

An Associated Press survey showed attendance at college football games to be off two per cent this year on a national basis, compared with last year. But in the television-saturated East and on the Pacific Coast, attendance is off eight and 11 per cent, respectively. In the Midwest, where the Big Ten Conference this year banned telecasts of its games to homes, attendance is off only one per cent, and in the South and Southwest, where television is not general yet, attendance showed a substantial increase.

In the field of major league baseball, the Boston Braves increased their night game schedule last season to 37 games, compared with 34 night games in the preceding season. All night games were televised. Instead of a boost in attendance resulting from the increase in the number of night games played, there was a decrease of 60,000. The Braves' management announces that night games next season will be cut to 14.

Indicating television's effect on smaller businesses at the neighborhood level, business surveys in New England revealed lending libraries, magazine and news stands, drug stores and parking lots all feeling the effects of the stay-at-home influence of television.

Mono. Reports

(*Continued from page 1*)

amortization schedule, due to the limited experience in releasing through an outside distributor. On hand for the meeting were the following franchise holders: Charles Trampe, Milwaukee; Arthur Bromberg, Atlanta; William Hurlbut, Detroit, and Herman Rifkin, Boston.

Also attending were Norton V. Ritchey, president of Monogram International; Edward Morey, vice-president; George D. Burrows, executive vice-president and treasurer; W. Ray Johnston, chairman of the board, and Howard Stubbins, West Coast franchise owner.

Para. Dinner Monday

Paramount Pictures will hold its annual dinner dance for employes here on Monday evening at the Tavern-on-the-Green in Central Park. All members of the Paramount Pictures Club have been invited.

11 hrs. 30 min.

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Balaban Cites Need for More Quality Films

Paramount Plans Product Output Rise for 1951

Production of even more quality pictures is needed in order to avoid "the need to reach out for the lesser films that drive patrons out of the theatre," Barney Balaban, Paramount Pictures president, declared here Friday on his arrival on the *S. S. Liberte* after a month abroad. "The screens of the U. S. are hungry for more quality films," he added.

Barney Balaban

In answer to a question about the company engaging in exhibition abroad, Balaban stated that "exhibition is no part of

(*Continued on page 4*)

Stratovision Is Shelved

Washington, Nov. 12.—Westinghouse has laid aside work on Stratovision until further information is available on its commercial TV possibilities.

This was the word given to the Federal Communications Commission at the weekend by Walter Evans, president of Westinghouse Radio Stations, Inc. He testified during hearings on opening UHF frequencies to commercial television and making other TV changes.

Under the Stratovision method,

(*Continued on page 4*)

Levinson Promoted; L. A. Sales Manager

Harry Levinson has been promoted to the post of sales manager of the Los Angeles RKO Radio exchange, Robert Mochrie, vice-president and general sales manager, announced here. He replaces Jack Osserman, who has joined the Sol Lesser organization, RKO L. A. office manager John De Costa being advanced to the salesman post vacated by Levinson.

International Situation Redoubles Value of U. S. Films, DeBra Says

The war in Korea, the accelerated pace of national defense, and the increasing concern over the international situation have so added to the cares and tensions of the day that the relief, diversion and entertainment values of Hollywood's motion pictures have redoubled.

That is the message that will be taken by Arthur DeBra, director of community relations for the Motion Picture Association of America to public groups in the field this week.

In Cincinnati, DeBra will address the United Council of Church Women during its annual convention, running today through Wednesday. On Thursday, he will be the key speaker in Rochester at a dinner being held jointly by the American Association of University Women and the local Motion Picture Council. The subject of DeBra's talk in both cities will be "Motion Pictures for a World in Trouble."

3 Exhibitor Meetings Open Today; 'Clinics' Featured

Round-table discussions and "clinics" on product and product prices continue to hold the stage at exhibitor meetings, with three more organizations—the Independent Theatre Owners of Ohio, Associated Theatre Owners of Indiana and the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois—opening their annual conventions today. Tomorrow, the Allied Theatre Owners of Iowa and Nebraska will convene at Des Moines, and on Thursday and Friday national Allied competitive bidding committee will meet here.

At Cincinnati, the Ohio Allied unit has invited exhibitors from Kentucky and West Virginia to attend, and "outdoor" theatre operators are accorded equal standing in the discussions with owners of conventional houses. The two groups will have separate "clinics" tomorrow, coming together later again for general business meetings.

Horace Adams of Cleveland and Mrs. Ethel Miles of Columbus will preside over the drive-in meeting,

(*Continued on page 4*)

RKO Reports Net Profit of $191,556 For Third Quarter

Consolidated net profit of Radio-Keith-Orpheum Corp. (parent company of RKO Radio and RKO Theatres) and other subsidiary companies for the third quarter of 1950 was $191,556, after taxes and all other charges, including a loss of $84,585 on the sale of capital assets. The net is equivalent to approximately five cents per share on the 3,914,914 shares of common stock outstanding. This compares with a consolidated net loss of $287,809 for the third quarter of 1949, after taxes and all other charges, including a profit of $4,987 on the sale of capital assets.

Consolidated net profit for the first nine months of 1950 was $608,632, after taxes and all other charges, including a net profit of $216,185 on the

(*Continued on page 4*)

Slate Rosenstiel as Columbia Director

Lewis D. Rosenstiel, chairman of the board and president of Schenley Industries, Inc., is a candidate for election to Columbia Pictures' board of directors, and one other, as yet unnamed person will also be a candidate in a move by management to increase the present board from nine to 11 members.

Stockholders will vote on the increase at their annual meeting on Dec.

(*Continued on page 5*)

SAG To Seek New Contract

Hollywood, Nov. 12.—Provisions affording Screen Actors Guild members protection against what it terms "hit-and-run" studio employment competition will be sought in the new contract with producers to replace the present pact which expires Dec. 31, SAG president Ronald Reagan announced at the annual membership meeting here tonight.

Reagan said 2,533 persons who

(*Continued on page 4*)

Jackson Park Profits High Under Decree

Net Doubled Under Run Limitation: Manager

Chicago, Nov. 12.—Profits at the Jackson Park Theatre increased under the Jackson Park decree, which granted it first-run status, from $124,178 in 1946 when it was a "C" run house to $296,776 in 1948 and $267,304 in 1949, manager Richard Salkin testified on Friday at the hearing on Balaban and Katz's petition to amend the decree.

Salkin credited the drop in profits in 1949 to general business conditions in the industry and said that business for the first nine months of 1950 is off 28 per cent as compared with 1949.

Salkin was one of two theatre managers who testified before Federal Judge Michael Igoe in defense of the decree provisions. B. and K. is asking the court to modify the two-week limitation on Loop runs.

Harold Costello, manager of the Oriental Theatre, testified that prior to the decree his theatre had been

(*Continued on page 4*)

To Appear on Profits Tax

Washington, Nov. 12.—Both the Motion Picture Association of America and the Theatre Owners of America are slated to testify against excess profits tax legislation during hearings of the House Ways and Means Committee which start Wednesday.

Committee officials said that requests to be heard had been received from both organizations, and that their spokesmen would probably take the stand either Thursday or Friday. Secretary of the Treasury Snyder is slated to open the hearings. The

(*Continued on page 4*)

Name Two Foreign UA Representatives

John J. Lawlor and John P. Swanink have been named United Artists sales representatives in India and Western Germany, respectively, by Al Lowe, UA foreign department general manager.

Lawler, who will have headquarters in Bombay, will serve as home office liaison with Western India Theatres,

(*Continued on page 4*)

UPT-ABC Reports Labeled 'Fictitious'

Reports that United Paramount Theatres is interested in negotiating for acquisition of American Broadcasting Co. were labeled "purely fictitious" by Leonard Goldenson, UPT president, on Friday.

"The reports have been brought to my attention from time to time for more than a month past," Goldenson said. "There is no basis for them and I have so stated whenever I have been asked about them. They are purely fictitious."

TOA, TESMA, TEDA Set Plans This Week

Final arrangements for the equipment expositions which the Theatre Equipment Supply Manufacturers Association and the Theatre Equipment Dealers Association will hold in conjunction with the national convention of the Theatre Owners of America next year are expected to be drafted at a meeeting here this week by representatives of the three groups, it was reported at the weekend by Lee Jones of Neu-Made Products.

"There are plenty of problems to be solved before all arrangements are set," Jones emphasized. The goal is to have 200 booths available for the inspection of the delegates to the conventions of the three organizations, which will meet simultaneously, he said.

TOA will be represented at the planning conference by executive director Gael Sullivan, and TESMA will be represented by Jones, Jack O'Brien, Clarence Ashcraft, Jack Knowland and J. Robert Hoff. TEDA's spokesman at the parley is expected to be selected this week.

Univ. Stockholder's Action Dismissed

DOVER, Del., Nov. 12.—A petition by Universal for summary judgment and dismissal of a stockholder's action attacking employment contracts for officers of the corporation which were entered into in 1941 has been granted by Federal Judge Leahy in U. S. District Court for Delaware.

The action was brought by Dorette A. Wise, a stockholder, and also attacked the formation of the present Universal company in 1936, following the sale of control by the late Carl Laemmle, Sr.

Canadian Circuit Shifts

OTTAWA, Nov. 12.—Frank Paul, manager of Twentieth Century Theatres' Imperial, has been appointed manager of the Park, at St. Catharines. Barney Simmons, manager of the Century here, has been made manager of the Imperial, with L. J. Marriott, previously with Famous Players Canadian and Odeon of Canada, being appointed Century manager.

Personal Mention

LEONARD GOLDENSON, president of United Paramount Theatres, will be in Boston today, returning to New York tomorrow.

•

NORMAN SIEGEL, director of studio advertising and publicity for Paramount; WILLIAM PERLBERG and GEORGE SEATON, Paramount producers, and their wives, and IRVING BRECHER, screen writer, are here from the Coast.

•

CARL P. YORK, Motion Picture Association of America international division representative in Scandinavia, left New York Friday for Paris, where he will confer with division chief JOHN G. MCCARTHY before continuing on to Stockholm.

•

JERRY PICKMAN, assistant to MAX E. YOUNGSTEIN, vice-president in charge of national advertising-publicity for Paramount Pictures Distributing Corp., will return here today from the Coast.

•

DR. CARL ANDERS DYMLING, GUSTAVE SCHEUTZ and RUNE WALDEKRANZ, representatives of the Swedish film industry, left for Europe at the weekend aboard the *S. S. Liberte*, after a visit here.

•

RICHARD GORDON, president of Renown Pictures, is in Toronto from New York today conferring with Eagle Lion officials there on Canadian distribution of several Renown releases.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, SELIG J. SELIGMAN, have returned to their desks here, after a visit to Up-State New York theatres.

•

E. K. (TED) O'SHEA, vice-president of Paramount Film Distributing Corp., has returned to New York from Cleveland.

•

HARRY BRAND, 20th Century-Fox publicity director, will arrive in New York today from the Coast.

STANLEY KRAMER left here for the Coast yesterday.

•

MARC CRAMER, assistant to the president of Transfilm, Inc., has been elected a member of the board of directors of the George "Junior Republic."

•

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, has left here on a trip through the Central division.

•

ARTHUR GREENBLATT, Lippert Pictures general sales manager, will attend the ITO of Ohio convention in Cincinnati, which opens today.

•

GEORGE EUBANKS, Republic Pictures sales representative in Atlanta, has been called to service in the Armed Forces.

•

CARL FISHMAN, publicist for Loew's N. Y. Theatres, is convalescing from a heart attack in Doctor's Hospital here.

•

ISAIAH FRANK, State Department film expert, is back at his Washington desk after more than a week's absence due to illness.

•

RUSSELL MARKERT, one of Radio City Music Hall's stage show producers, left here Saturday for London by plane on a Continental talent quest.

•

RICHARD ABRONS, 20th Century-Fox publicist, was married here yesterday to MIMI SUE MULWITZ of Port Chester, N. Y.

•

WILLIAM J. HEINEMAN Eagle-Lion Classics distribution vice-president, is due here today from the Coast.

•

NAT LEVY, RKO Eastern division sales manager, has returned here from Washington and Pittsburgh.

•

C. J. FELDMAN, Universal-International Eastern sales manager, left here at the weekend for Detroit.

Okay $79,000 Yates Stock Suit Settlement

A proposed settlement offer of $79,000, has been approved by special master Edward J. Dimock in the action brought under the Securities and Exchange Act of 1934 by Republic minority stockholder Simon L. Levin against company president Herbert J. Yates, Republic and Onsrud, Inc.

Hearing on the master's report has been set for Dec. 4 in U. S. District Court here, and Federal Judge Saul H. Kaufman has signed an order instructing Republic to notify all stockholders at least 14 days prior to that date that a hearing will be held.

Alleging that profits of over $200,000 were made on stock deals, Levin filed suit for the benefit of the company under Sec. 16-B of the SEC Act which bars buying or selling of a company's securities by officers at intervals of less than six months.

Selznick Ends 'Gone' Dispute with Korda

An amicable end to the running controversy between Sir Alexander Korda and David O. Selznick over performance and interpretation of their reciprocal production-distribution deal was reached last week when Selznick withdrew demands for re-takes on Sir Alexander Korda's "Gone to Earth."

Under arbitration proceedings held here last spring, Selznick was entitled to three re-takes to be done at Korda's expense. Any additional cost was to be borne by Selznick. The latter now has withdrawn demands for re-takes and has agreed to accept delivery of the pictures here as is. The action saves Korda an estimated $100,000 in re-take costs, according to Louis D. Frohlich of the law firm of Schwartz and Frohlich, attorneys for Korda.

Newsreel Parade

THE GOP election victory and the Korean war are current newsreel highlights. Other items include the Puerto Rico disorders, Indo-China events, and sports. Complete contents follow:

MOVIETONE NEWS, No. 91—Nation weighs effect of GOP election gains. Indo-China warfare. Order returns [illegible] Puerto Rico. Bombay-to-London plane [illegible]. Joe DiMaggio in Tokyo. The Horse S[illegible]. Rifle sharpshooter.

NEWS OF THE DAY, No. 221—Election story. Rebel roundup in Puerto Rico. Reds throw a party in Puerto Rico. Yuletide season not far away. DiMaggio thrills Japs. Sports: Diving champs.

PARAMOUNT NEWS, No. 24—USS Boxer back from Korea war. Combat report from Indo-China. Puerto Rico seeks tighter subversive laws. Soviet Embassy rolls out red carpet. National election summary.

TELENEWS DIGEST, No. 45-B—Indo-China: Red drive continues. Korea: religion survives. Washington: Russian Embassy party. George Bernard Shaw rites. Registration in Puerto Rico. New pipeline from Texas. Elections.

UNIVERSAL NEWS, No. 403 — Election results in the nation. Diamond show in New York. Retreat in Indo-China. Fishing in the Arctic Circle. Duck hunting in California. Dog training.

WARNER PATHE NEWS, No. 25—Republican Party surges back at the polls. Remember Pearl Harbor? Scenes of Pearl Harbor today. Sports: Half-pints in Milk Bowl football classic.

Won One Trust Suit, Now Files Another

BUFFALO, Nov. 12. — Bordonaro Brothers Theatres, Inc., operator of the Palace Theatre at Olean, which two years ago won an $82,500 verdict against a group of distributors, has filed another suit in Federal Court here asking $53,864 additional damages.

In the new suit the Palace owners charge that between Sept. 16, 1946, the date the first suit was filed, and March 14, 1948, they were prevented through allegedly monopolistic practices from obtaining first-run pictures which they claim were diverted to theatres controlled by Warner Brothers Circuit Management Corp., one of the defendants in the present action. Other defendants are Paramount and RKO.

Spencer Receives Legion of Merit

Frederick Spencer, one-time assistant director in Hollywood and later aide to John Ford during World War II, has received the Legion of Merit for "exceptional and . . . outstanding service" against enemy forces in Korea.

Spencer, who is now a Navy commander, received the citation in recognition of his work as head of a Naval camera unit operating in Korea.

New Gross-Evans Client

Saul J. Turrell, president of Sterling Films, Inc., has appointed Gross-Evans Associates, Inc. of New York, to handle all of Sterling's advertising, publicity and public relations.

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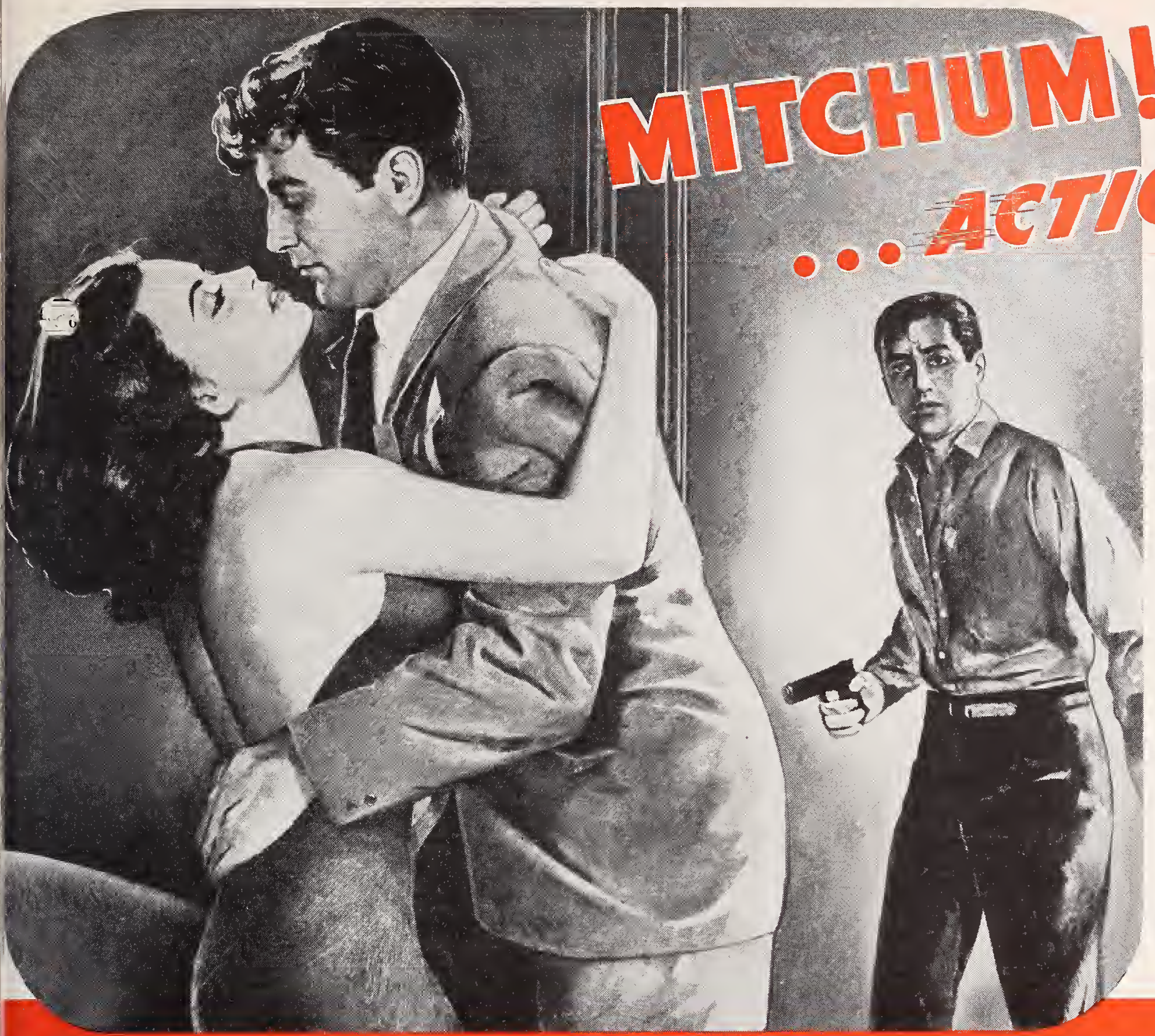
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Park Profits

(*Continued from page 1*)

unable to secure product from the majors and had been forced to play the product of small companies, which he considered "unsuitable" for a Loop first run.

Prior to the decree, Costello said, the Oriental depended mainly on its stage attractions and grossed between $17,000 and $30,000 a week. Now, he said, the Oriental is grossing between $27,000 and $53,000 weekly and the cost of its stage shows has been cut to $3,000-$6,000 as compared to a former cost of $20,000.

3-Week Runs

Costello also testified that he plays some films three weeks because producers insist on his bidding for longer runs. Under present business conditions, he said, most films are not worth a three-week run. If extended runs were returned to the Loop, the Oriental would suffer because distributors would by-pass his theatre in favor of houses which would grant longer runs, he said.

Asked if he thought outlying theatres were helped by extended Loop runs, and a period of clearance after the Loop run, Salkin said, "No. Pictures are milked dry by extended runs. Under the present setup pictures are still new when they play outlying houses, people are still interested in them, and they benefit from the advertising given them. Extended runs mean less pictures from the Loop and therefore less product for outlying houses," Salkin added.

Sound Equipment Up At Westrex Meeting

Seven managers of the foreign subsidiary companies of Westrex Corp. are attending a conference in New York to run through Nov. 17, reports E. S. Gregg, Westrex vice president.

The conferees are surveying Westrex sales and servicing activities in the motion picture studio and theatre equipment sound fields. One of the featured displays of new equipment is Westrex' latest development, a portable magnetic film recording system.

Managers attending the conference from abroad are R. F. Crews, India; J. J. de Boer, Cuba; W. H. Meisel, Puerto Rico; D. L. Smith, Venezuela; W. S. Tower, Jr., Australia; D. van Spankeren, Indonesia; H. W. Zeppelin, Argentina.

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Open 3 Exhibitor Meets

(*Continued from page 1*)

with F. W. Huss of Cincinnati and Leo T. Jones of Upper Sandusky leading the "roofed-in" theatre discussion.

At Indianapolis, Indiana exhibitors will divide into groups for panel discussions modeled after the "film clinic" held in Pittsburgh at the convention of its parent organization, national Allied. Richard Pell of Connersville will preside over the "outdoor" meeting, Guy Hancock will moderate the small and medium size town group, and Ernest Miller of Indianapolis will head up the discussions of large city operators.

Trueman Rembusch, national Allied president, and Abram F. Myers, general counsel, will be on hand for sessions at both Allied meetings. Tomorrow night they will attend the Indiana Allied dinner in honor of Marc Wolf, chief barker of Variety Clubs International. The trio will move on to Cincinnati for a similar affair to be held in that city by Ohio Allied on Wednesday night.

At St. Louis, the MPTO of St. Louis, Eastern Missouri and Southern Illinois, a Theatre Owners of America affiliate, will discuss drive-ins and methods of increasing box-office receipts generally. Jack Braunagel, Commonwealth Theatres district manager, will lead off in the drive-in talks and Senn Lawler of Fox Midwest will speak on showmanship and public relations as box-office aids. Tom Edwards, president, will preside at the business sessions.

Schwalberg at Two Conventions

A. W. Schwalberg, president of Paramount Film Distributing Corp., will leave here tomorrow to attend the convention of Allied of Indiana, at Indianapolis. He will then travel to Cincinnati for the convention of the Independent Theatre Owners of Ohio.

"Schwalberg has constantly stressed the inestimable value of meeting exhibitors face to face-to-listen to discuss their problems," the home office observed at the weekend.

Sullivan to St. Louis Meet

Theatre Owners of America executive director Gael Sullivan left here at the weekend to atend the meeting of the Motion Picture Theatre Owners Association of St. Louis, Eastern Missouri and Southern Illinois which will open in St. Louis today.

SAG to Seek

(*Continued from page 1*)

were not SAG members have been employed by producers, mostly for small bit parts, since the effective date of the Taft-Hartley Act, in 1948, and only 511 of these have obtained additional acting work and have become SAG members. Reagan claimed examination records show employment of outsiders was not occasioned in the legitimate search for new talent, which purpose, he said, the Guild approves. He said that their employment deprived Guild members of work that they would have had under conditions existing prior to the Taft-Hartley Act.

Reagan's report indicated a sharp decline in the total earnings of actors. Whereas 742 actors were on studio contract March 1, 1947, the number had dropped to 315 by last March. Total payment to actors, which has stood at $32,250,000 in 1942, and rose to $38,000,000 in 1946, dropped back to 1942 level in 1948 and remained there in 1949, Reagan's report showed.

Guild officers elected without opposition were Reagan, president; Dana Andrews, second vice-president; Paul Harvey, third vice-president; Lee Bowman, recording secretary, and George Chandler, treasurer.

TV Fund Sets Dividend

CHICAGO, Nov. 12.—Directors of Television-Electronics Fund, Inc. have declared a dividend of 17½ cents a share from investment income and a dividend of 46½ cents a share from net capital gains, both payable Nov. 30 to stockholders of record on Nov. 16.

UA Representatives

(*Continued from page 1*)

Ltd., the company's distributor in that territory. Swanink, who will work out of Frankfort, will be home office contact with Constantin Filmverleih, UA's distributor in Western Germany.

Balaban Cites

(*Continued from page 1*)

our present thinking." He asserted that "our policy is to be satisfied with distribution and to improve the making and world-wide marketing of pictures."

The message Balaban said he carried to company men abroad was that the studio is rich in talent and manpower and it intends to increase its production schedule by at least nine pictures next year over the current year's 20.

Paramount Policy

Balaban asserted that Paramount policy is not to go looking for foreign production, but rather to encourage studio executives to produce abroad only when specific stories "lend themselves to foreign production." He cited Hal Wallis' "September Affair," made in Italy, as an example. Paramount will make at least one picture in England next year, he said.

Having visited England, France, Italy, Israel, Belgium, Germany and Greece, Balaban came back with what he described as the first-hand realization that "American pictures lead the screens of the world." Barring any unforeseen disaster, he said prospects abroad are improving. With the increased aid of the U. S. and purchases, we are helping "European economy and it is reflected in improved balance sheets for us."

RKO Net Profit

(*Continued from page 1*)

sale of capital assets. This is equivalent to approximately 16 cents per share on the 3,914,914 shares of common stock outstanding, and compares with a consolidated net profit of $1,919,226 for the first nine months of 1949, after taxes and all other charges, including a profit of $1,505,472 on the sale of capital assets. This is equivalent to approximately 49 cents per share on the 3,899,914 shares of common stock outstanding.

Profits Tax

(*Continued from page 1*)

committee said it did not have the names of the witnesses who would represent the two organizations. No request has been received from either Allied States Association or the Society of Independent Motion Picture Producers, according to the committee staff.

MPAA tax experts have [illegible]eady given their views privately [illegible] the Treasury Department and to the staff of the House-Senate Internal Revenue Committee. However, the hearings which open Wednesday will be before the House committee itself and will be public.

Capitol Hill observers think there's very small chance of enactment of an excess profits tax at the session of Congress now slated to open Nov. 27. This will be true, they believe, even if the President calls Congress back earlier. They point out that the time left for enactment of such a complicated measure is very short, and that the results of the election last week make it all the more likely that nothing will happen.

Face Critical Problem

All branches of the film industry face a critical problem in that recent years, which were so profitable to other industries, tended to be bad years for the film business. An excess profits tax base involving the years from 1947 through 1949 would be "disastrous," one film spokesman declared. This would be true because high profits expected from the war emergency would be stacked up against the lean recent years, and "excess" profits would be very great.

Abram F. Myers, Allied general counsel, said he realized that "theatres could be very vulnerable" to an excess profits tax and that a "1947-49 base would be ruinous." However, he said, he wanted to talk to other top Allied officials before asking Congress to be heard.

Stratovision

(*Continued from page 1*)

television programs are transmitted and relayed by planes flying 30,000 feet apart. The system is supposed to give wider coverage, especially in rural areas.

Evans said his firm had spent about $400,000 in research on Stratovision and that Glenn L. Martin Co. had spent almost as much. He estimated it would take about $5,000,000 to bring the system through a reasonable test period to the point where it would start earning money, and said that before going further, Westinghouse wants to know what channels would be assigned in the UHF band, whether low-priced sets would be available for UHF broadcasts, and how much confidence the public would have in Stratovision UHF telecasts. Evans emphasized that Stratovision might be the only economical method af achieving the FCC's announced goal of at least one television service for every part of the country.

THEATER PROPERTIES WANTED

Eliminate your dark or obsolete theater properties. We will purchase same for use other than theater purposes. Send photographs, plot plan, showing size of building, lot, location, and price.

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REpublic 1768

Truman Is Honorary 'Brotherhood' Head

WASHINGTON, Nov. 12.—President Truman accepted honorary chairmanship of World Brotherhood Week as the annual meeting of the National Conference of Christians and Jews wound up here over the weekend. Motion Picture Association of America president Eric Johnston is chairman [illegible] Brotherhood Week, which is to be [illegible]served Feb. 18 to 25. Johnston presided over the luncheon which wound up the conference Saturday and in his keynote address, told those present that, "we must actually live what we believe as convincing proof of our faith in freedom."

Warning that sacrifices to attain peace and freedom for ourselves are not enough, Johnston said that "if we want to be free ourselves, we must help all men everywhere to be free, and this demands brotherhood."

Other speakers at the Saturday luncheon were four former Brotherhood Week chairmen: Robert T. Patterson, Nelson A. Rockefeller, John L. Sullivan and Harold E. Stassen. All four and President Truman were given medals in recognition of their efforts for tolerance.

In a letter to Johnston, the President said to give direction to the economic and military mobilization we are now undertaking, "we must maintain the position of moral leadership which binds us in a common purpose." The President said the free people of the world will now aid the Korean people to rehabilitate and reconstruct, and that "this is the true meaning of the practice of Brotherhood. As we embark on this practical demonstration of the principles of brotherhood, I gladly accept the honorary chairmanship of the World Brotherhood Week."

Twentieth Century-Fox president Spyros P. Skouras was a leading participant in the three-day meeting, in addition to other film company representatives.

Legion Reviews Nine; Five in Class A-I

Of nine films currently reviewed by the Legion of Decency, five are listed as Class A, Section I; three are Class A, Section II, and one is Class B. They are:

Class A, Section I: "Breakthrough," Warner; "Gunfire" and "I Shot Billy the Kid," Lippert; "Never A Dull Moment," RKO Radio, and "Rio Grande," Republic. Class A, Section II: "Blues Busters," Monogram; "Harriet Craig," Columbia, and "Undercover Girl," Universal-International. Pentagon's "Third Time Lucky" is Class B.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"The Taming of Dorothy"

(*Lux Films—Eagle Lion Classics*)

THE COMPLICATIONS that ensue when two men looking exactly alike, of diametrically opposite characters, cross paths is the somewhat tired theme upon which the doings in this otherwise lively farce depend. The Italian Lux Films and the British Renown Pictures combined their efforts to make the film, using a British cast and the facilities of the Italian studio, and the experiment of preparing one picture for both the Italian and English market appears to have resulted in somewhat faulty synchronization. Noteworthy performances are turned in by Robert Beatty in the dual role of timid Antonio, the bank clerk, Leo L'Americano, a tough gangster, and Walter Crisham as a ludicrously romantic lawyer.

When Leo L'Americano, while "casing" a bank accidentally discovers that Antonio, a clerk in the bank, looks enough like him to be his twin, he kidnaps him and robs the bank, ostensibly as Antonio, the ruse even deceiving the bank clerk's wife, Dorothy (Jean Kent), romantic and immature enough to revel in the excitement of a supposedly-wicked husband. Mistaken identity gives rise to the usual confusion and the situation is eventually resolved by Leo going to prison and Antonio going home to his Dorothy and her parents, but the worm has turned and the meek bank clerk now acts the forceful head of the house, his blissful wife not entirely sure which man has returned to her but more than satisfied at the turn of events.

Contributing creditably to the proceedings are Margaret Rutherford and Gordon Harker, as Antonio's British in-laws, and Rona Anderson in the role of the family maid and erstwhile sweetheart of the errant Leo. The film was produced by Colin Lesslie and directed by Marie Soldati, from Noel Langley's screenplay, based on a comedy by Pepine de Filippe. John Sutre was in charge of production.

Running time, 75 minutes. Adult audience classification. November release.

DOROTHY ALTMANN

'Brass,' Vets Due at 'Breakthrough' Bow

Top officers of the First Army and veterans of its First Division will be the guests of Warner at the invitation premiere here of "Breakthrough," a motion picture tribute to the exploits of the men at Normandy. The premiere is slated for the Strand Theatre here on Thursday.

Heading the military guest list will be Lt. Gen. Willis D. Crittenberger, Commanding General of the First Army; his Chief of Staff, Maj. Gen. Willard G. Wyman who was Deputy Commander of the 1st Division at Normandy; Lt. Gen. Clarence R. Huebner, who was the Commanding General of the 1st Division at Normandy, and Maj. Gen. Clift Andrus, 1st Division Artillery Commander at Normandy and now Deputy Commanding General of the Second Army.

Ten of the most decorated battalion commanders of the 1st Division will attend from various parts of the country, joining 500 New York members of the 1st Division Society, who will also be present. Another contingent of 1st Division veterans who are still in service, also will attend, along with the First Army band, 100 wounded veterans of the Korean fighting, and 20 First Army bazooka teams who will demonstrate the latest in anti-tank weapons.

Mrs. Perle Mesta, U. S. Minister to Luxemburg, plans to come from Washington for the premiere. Other city, state and national dignitaries are also expected to attend, as well as a large representation from New York society.

Sullivan to Aid 'Salute'

Ed Sullivan, newspaper columnist and star of the "Toast of the Town" Television show, has been named chairman of the radio-television committee of the entertainment industry's "Christmas Salute" to the Will Rogers Memorial Hospital at Saranac Lake by Robert Mochrie, national chairman.

'Tide' Receipts Will Go to Israel Charity

Mrs. Murray Silverstone, producer of 20th Century-Fox's short subject, "The Magnetic Tide," will turn over the receipts from the short to Children to Palestine, Inc., a charitable organization devoted to the rehabilitation in Israel of homeless children.

Philippine Filming Is on the Upgrade

WASHINGTON, Nov. 12.—Pictures produced in the Philippines increase in number and improve in quality, the U.S. Commerce Department reports.

It said recent releases indicate that studios on the islands are beginning to handle more difficult subjects, such as classics, legends, and biographies, requiring research, authentic portrayals and detail not usually associated with Philippine films. Radio serials and "soap-box operas" have proven particularly popular on film, it adds, and "there has been quite a rush for these serials among producers."

Slate Rosenstiel

(*Continued from page 1*)

11, to be held at the home office. The nine other directors will be elected then, but stockholders will merely vote on the increase. The board will elect the two additional members thereafter, pending the coming stockholders meet.

Present directors up for re-election are Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralem, Henry Crown and Arnold M. Grant.

In listing remuneration paid or accrued to directors during the last fiscal year, it was revealed that Schneider's remuneration increased by $30,780 to a total of $124,380, while Spingold's remuneration was up $26,400 to $109,600 for the year. Other totals listed were $197,600 to Harry Cohn, $148,400 to Jack Cohn and $132,500 to A. Montague.

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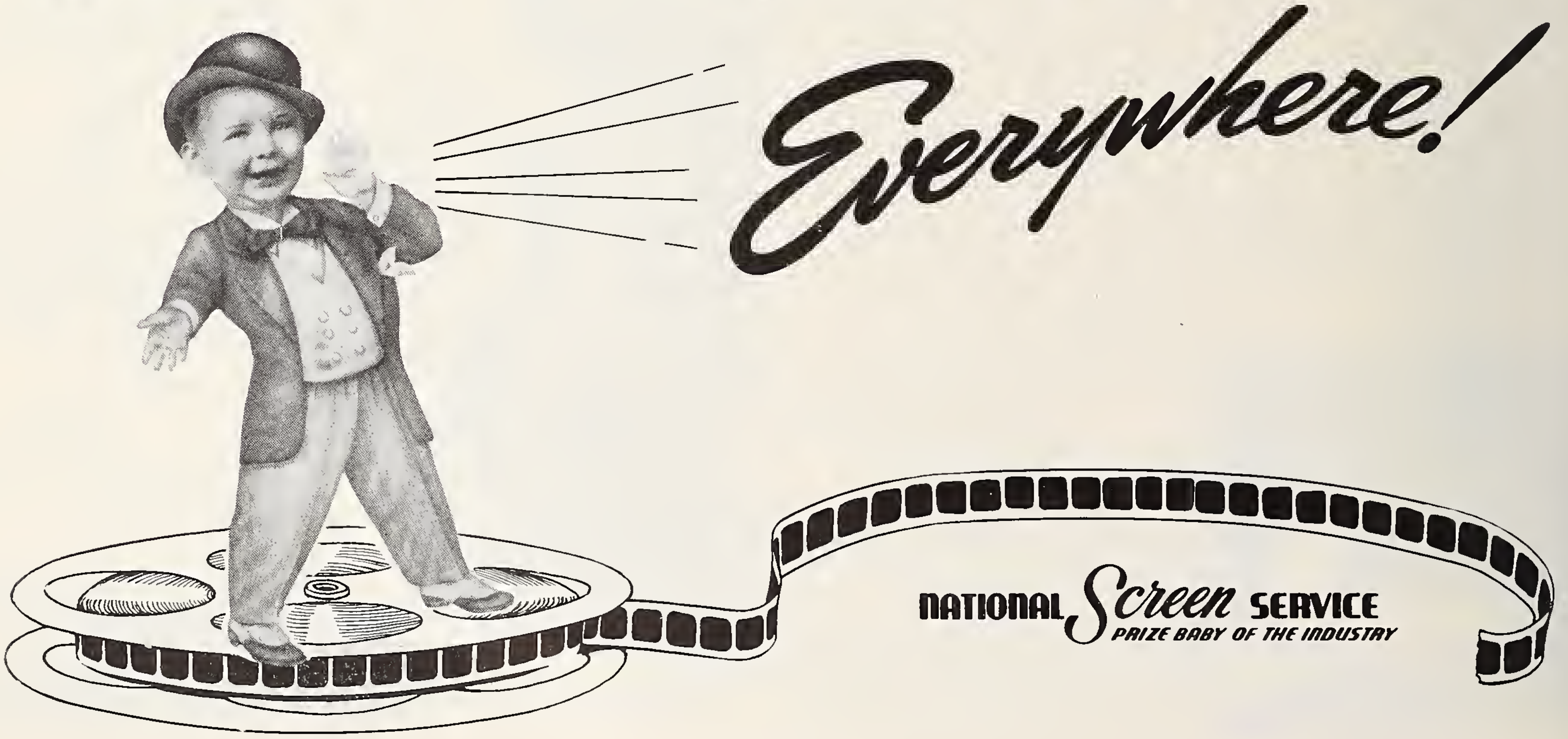
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VOL 68 NO. 93 NEW YORK, U. S. A., TUESDAY, NOVEMBER 14, 1950 TEN CENTS

Yates Renews Republic Pact For 5 Years

$875,000 Compensation Includes 10% of Profits

Herbert J. Yates, Republic president, has signed a new employment contract calling for $875,000 compensation for the five-year period beginning Jan. 1 next.

Herbert J. Yates

The new pact, whose provisions are identical to Yates' existing contract which will expire on Dec. 31, calls for basic compensation of $75,000 per year, plus 10 per cent of the company's annual consolidated net profits during each of the five successive fiscal years. The percentage-of-profits

(*Continued on page 2*)

Allied of Ind. Okays Compo

INDIANAPOLIS, Nov. 13.—The Allied Theatre Owners of Indiana board of directors voted approval of action taken by Allied States at the Pittsburgh convention to go along with the Council of Motion Picture Organizations another year.

Arthur L. Mayer, COMPO executive vice-president, appealed to the convention, prior to the board's action, to give COMPO "your enthusiastic support."

(*Continued on page 2*)

CBS Shows Its Color TV Here: 'It Works'

The first public showing in New York of Columbia Broadcasting System's color television will take place today and will continue indefinitely, Mondays through Saturdays, on a five-a-day basis.

Judging by yesterday's preview for the press, New Yorkers are likely to

(*Continued on page 7*)

UDT's Earl Hudson In New Palsy Post

Earl J. Hudson, president of the United Detroit Theatres Corp. of Detroit, has been elected to the newly-created post of vice-president of the Cerebral Palsy Associations, Inc., it was announced by Leonard H. Gold,-enson, UCPA president and president of United Paramount Theatres.

'Solomon's Mines' Is A Mint, $147,000 Worth, at the Hall

New product, led by "King Solomon's Mines" at the Music Hall, brought increased grosses to Broadway first runs at the weekend and, with other openings set for this week, the trend may be expected to continue.

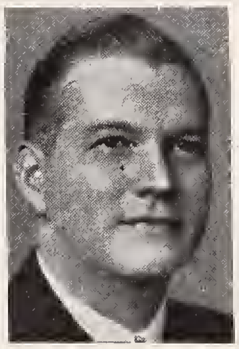
The Music Hall, aided by Russell Markert's revue on stage, did a big $93,000 over the weekend and looks like about $147,000 for the first week with "King Solomon's Mines," which puts it in the category of one of the Hall's best opening weeks.

"American Guerrilla in the Philippines" has $48,000 in sight for its first week at the Astor, the best business that house has had in a long time. "Devil's Doorway" at the Capitol is expected to draw $54,000 in its opening stanza, certainly satisfactory. Tommy Dorsey's band is on

(*Continued on page 7*)

Reagan Tops NCCJ Drive

Charles M. Reagan of Loew's has accepted the chairmanship of the motion picture division of the National Conference of Christians and Jews, it was announced here yesterday by J. Robert Rubin, permanent chairman of the amusement division. At the same time Rubin announced that Henderson M. Richey will assist Reagan as vice-chairman.


Charles M. Reagan

Reagan served during the last war as chairman of distribution for bond drives, served a term as chairman of the sales managers' committee as well as distributor chairman of a cancer drive and just retired as chair-

(*Continued on page 7*)

Univ. Plans Rise In 1950-51 Output

HOLLYWOOD, Nov. 13.—Discussions revolving around the possibility of Universal-International's increasing its production slate for the 1950-51 season have begun here among company

(*Continued on page 2*)

TOA Moves to Safeguard Theatre TV Before FCC

WASHINGTON, Nov. 13.—The Theatre Owners of America today asked the Federal Communications Commission to specifically give it leave to appear at the coming hearings on allocation of inter-city television relay facilities.

TOA, which wants to make a pitch to safeguard some of these facilities for theatre television, said it was asking specific permission just to be on the safe side. It pointed out that it thought the FCC had intended to let it come in, but that the FCC announcement of the hearings did not mention anyone but television networks and broadcasters as possible participants.

The commission announcement specifically included in the issues before the hearing the allocation of inter-

(*Continued on page 2*)

RCA Now Ready to Service Theatre TV

The outlook for adoption and programming of theatre television by independent exhibitors was discussed at a conference between Trueman T. Rembusch, president of Allied States Association, and E. C. Cahill, president of RCA Service Co.; Barton Kreuzer, and Jack O'Brien, RCA equipment executive.

Cahill pointed out that his company now has in all TV areas an organization of technicians specially trained for theatre television installation and theatre television service.

(*Continued on page 7*)

No NPA Limit On Theatre Maintenance

$5,000 Ceiling Applies To New Work Only

WASHINGTON, Nov. 13.—Most protests and queries received so far by the National Production Authority on its ban on new theatre construction stem from a misunderstanding of the exemption for maintenance and repair work, NPA officials declared.

They said these protests and requests for clarification are under the mistaken impression that repair work to make a building safe and maintenance work is limited to $5,000 a year. This is not so, they stated, pointing out that the $5,000 a year limit applies only to modernization, additions, improvements or new construction—putting something into the the-

(*Continued on page 7*)

RKO Circuit Books 'Moon'

Representing the first booking deal between Eagle Lion Classics and RKO Theatres since the former filed its $15,000,000 triple-damage anti-trust action against RKO and Loew's, a contract has been signed for exhibition of "Destination Moon" on the RKO circuit.

William J. Heineman, ELC distribution vice-president, reported the deal here yesterday following his return from the Coast, where he conferred with company attorneys and independent producers.

The ELC sales chief said a date for the picture's opening in the circuit has

(*Continued on page 2*)

Say Industry Crime Film Fetters Fail

WASHINGTON, Nov. 13. — The special Senate committee investigating organized crime has been told that "self-censorship with respect to the portrayal of crime has failed in motion pictures, radio, television, comic strips and the comics." The observation was contained in a letter to the committee, from Arthur V. Freund,

(*Continued on page 2*)

Personal Mention

OSCAR F. NEU, president of Neumade Products Corp., will return here from Buffalo on Wednesday.

•

William Beaudine, Sr., currently celebrating his 35th aninversary as a film director, will be guest of honor on the "Backstage with N.T.G.," television show over the Mutual-Don Lee network next Tuesday night.

•

Irving M. Sochin, sales head of the U-I special films division, has returned here after a four-week trip to the company's Western exchanges.

•

Jules Lapidus, Warner Bros. Eastern division manager, has returned here from Gloversville and Albany.

•

F. J. A. McCarthy, U-I Southern and Canadian sales manager, will leave here today for Cincinnati.

•

George Jessel, 20th Century-Fox producer, has arrived in New York from the Coast.

•

M. L. Simons, assistant to M-G-M's H. M. Richey, is due back here tomorrow from St. Louis.

Univ. Plans Rise

(*Continued from page 1*)

presidents Nate J. Blumberg, executive producer Leo Spitz and production vice-president William Goetz.

The studio is reported to be well ahead of its original schedule, with over 20 pictures completed.

Blumberg cancelled his scheduled flight to a company sales meeting in Rio de Janeiro in order to confer with Spitz and Goetz on production.

Theatre TV

(*Continued from page 1*)

city TV relay facilities for theatre television, TOA said. It pointed out its interest in the subject and the fact that on Nov. 1, the dateline for filing appearances, it had filed notice of its intention to testify. However, the TOA notice said, the commission order gives leave to appear only to the networks and TV licensees and that, since it had not been listed, it was playing safe and asking specific permission to appear.

1,000 Servicemen Guests of 'Stars'

More than 1,000 servicemen of all denominations will be the guests of "Night of Stars," the United Jewish Appeal benefit show, which will take place next Monday evening, Nov. 20 at Madison Square Garden.

Ohio Town Ends Blue Law

Cambridge, O., Nov. 13.—After four different tries in the last decade, Cambridge citizens, by referendum, have voted for Sunday shows.

Tough Fight Faces Industry: Sullivan

St. Louis, Nov. 13.—"Let's quit kidding ourselves; we're facing the toughest fight of our lives and we're going to be committed to it for some years to come." This was the keynote struck by Gael Sullivan on Monday at the annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois at the Chase Hotel in St. Louis. Sullivan, TOA executive director, went on to tell the exhibitors that they would have to be more "on the ball" than ever in the face of television competition, the war and higher taxes.

Senn Lawler, public relations chief of Fox Midwest Theatres, stressed the need for strong personalities in the industry to submerge their own interests for the good of the whole industry. Mike Simons, of Loew's, told how some local theatre owners throughout the country are capitalizing on television by seeking continued patronage from TV set owners instead of giving them up as a lost market.

RKO Books 'Moon'

(*Continued from page 1*)

yet to be set. He said that under the deal the picture will be played as the top half of any double bills.

"Destination Moon" concluded a seven-week engagement at the Mayfair on Broadway here on Aug. 18, and since then has played in a number of other cities. It has also played since then at Fabian's Brooklyn Fox Theatre.

ELC filed its action in U. S. District Court here on Oct. 3, charging that the two circuits through "collusive practices" virtually excluded independently produced pictures from the New York market. Examinations before trial are scheduled to begin on Nov. 27.

Industry Winning Public: G. Murphy

Hollywood, Nov. 13.—George Murphy, Screen Actors Guild official, who has just returned to the Coast from a goodwill tour of 28 cities, today said that the press and public is eager to respond to the motion picture industry's efforts to enhance trade and public relations.

He said the potential audience of the industry far exceeds the present theatre-going segment of the population. The only two criticisms heard in his tour, Murphy said, were against bunched bookings of single-type attractions, and against psychological and message films.

600 Attend Annual N.E. Variety Banquet

Boston, Nov. 13.—Over 600 persons attended the Variety Club of New England's annual Great Heart Award banquet at the Hotel Statler tonight. The recipient of the award was Dr. Sidney Farber, director of research of the Children's Cancer Research Foundation and professor of pathology of Harvard Medical School.

"The Gutenberg Of the Industry"

"Latest news sheet to take to the air mail edition style is *Motion Picture Daily*. . . . It will mean a lot across the country, for Publisher Martin Quigley is looked on as nothing less than the Gutenberg of the industry." — Richard L. Coe, motion picture editor, *Washington Post*, Washington, D. C.

Yates Pact

(*Continued from page 1*)

arrangement guarantees the Republic president $500,000 for the period over and above his basic salary.

In signing the contract, Yates agreed not to devote any of his services to any other persons, firm or corporation during the period.

The contract provides also that, in the event of the Republic president's death "or other termination of said services by you prior to the end of said five-year period, . . . payment shall be made at once to the date of death or said termination of any part of said compensation of $75,000 a year than owing, and addition there shall be paid, within 90 days after said death or such termination, compensation computed on a profit basis . . . at the rate of $100,000 a year."

Yates Suit Hearing

Hollywood, Nov. 13.—Judge Samuel Kaufman today ordered a hearing for Dec. 4 on the proposed settlement offer of $79,000 in the action by Republic minority stockholder Simon L. Levin against company president Herbert J. Yates, Republic and Onsrud, Inc. The offer has been approved by special master Edward J. Dimock.

Allied of Ind.

(*Continued from page 1*)

The need for showmanship in meeting the challenge of television was sounded by other speakers as well as in the question and answer periods that followed each talk. Marc J. Wolf, chief barker of Variety International and general manager of Y. & W. Theatres, urged exhibitors to "get back to the little niceties that used to be part of the routine" and to be more particular about the details of operation, making the most of their technical superiority over television.

Edwards Raub, ATOI counsel, advised members to "get acquainted with the man who is coming to the State Legislature from your own city. Let him know your problem." Col. Harry A. Cole, Allied director from Texas, spoke on the operation of an Allied unit, describing it as "assistant buyer for every member." Leon Bamberger, RKO exhibitor relations representative, discussed the Children's Film Library. "The quickest way to the heart of any community is through its children," he declared.

Loan to Argentina May Aid Film Pact

Washington, Nov. 13.—Formal signing of a $125,000,000 Export-Import Bank loan to Argentina, which took place today, may make it easier for film companies to iron out exchange difficulties with the Argentine government.

These difficulties have prevented the actual implementation of the five-year pact negotiated this [illegible]g between the Motion Picture Association and Argentine Finance Minister Cereijo, permitting a resumption of American film exports to Argentina.

Film companies plan to ask for close to $400,000 for processing and shipment costs of films distributed in Argentina during recent years, as a result of the new $125,000,000 credit.

The credit, extended to a group of Argentine banks, is designed to facilitate the liquidation of past-due commercial obligations. It could not be used to liquidate past royalties or earnings, but it could be used in some instances to liquidate actual costs.

Crime Films

(*Continued from page 1*)

chairman of the American Bar Association's criminal law section.

In his letter, Freund told the committee, "The question you ask about the comics cannot be answered unequivocally, for the comics are only one form of education for crime by the mass-media. Unless you include motion pictures, radio, television, comic strips, and even press reporting of crime, you can form no competent judgment on the comics. I would suggest that you see crime by motion pictures in such current films as 'The Asphalt Jungle,' or '711 Ocean Drive.' These are merely samples of what is going on."

To Film "Freedom"

Nat S. Jerome, New York theatrical agent of the Puccini Grand Opera Co., has announced that his company will produce "Freedom," an anti-Communist film.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

RAY MILLAND · HEDY LAMARR · MACDONALD CAREY
MONA FREEMAN · HARRY CAREY, JR
Copper Canyon
Color by TECHNICOLOR
A Paramount Picture
IN PERSON
DICK CONTINO
DAVE BARRY
THE VANDERBILT BOYS
BILL SNYDER
AND HIS ORCHESTRA
EXTRA MISS
PATTI PAGE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

DAN TERRELL, exploitation director for M-G-M, has made a nation-wide exploitation tieup for "King Solomon's Mines" with the Dodge truck organization. The company [illegible] a 16mm film of its own showing the use of Dodge trucks in the making of the film in Africa, and the picture will be shown to luncheon clubs by dealers all over the country. Dodge is placing a full-page ad in *Collier's* issue of Dec. 16 and its dealers given blow-ups for their showrooms. Two cooperative newspaper ads will be placed by local dealers through an arrangement with Chrysler and other local tieups are expected.

●

Twentieth Century-Fox will offer a special eight-minute "trailer" entitled "The Magic Eye" which will take potential patrons behind the scenes at the studios during the filming of eight forthcoming films, including "The Mudlark," "Halls of Montezuma," and "Bird of Paradise." The film will be given gratis to exhibitors and will also be available in 16mm. without sound for use on television.

●

A most unusual exploitation stunt has been launched on the CBS "Truth or Consequences" radio show, with Paul Harvey, one of the program's contestants, taking off for Africa to find a diamond as a promotional gag for "King Solomon's Mines." Stewart Granger, star of the picture, has handed the lucky fellow his round-trip tickets, and he is due back in Los Angeles on Nov. 28, with the stone. He has already made a round-trip to Alaska to dig gold for the ring and this will complete his assignment.

●

A four-city test-run of United Artist's "Sound of Fury" is scheduled this week in Lincoln, Neb.; South Bend, Ind.; Wheeling, W. Va., and Huntington, W. Va., under the direction of Irving Rubine, vice-president in charge of advertising and publicity for Robert Stillman, producer of the picture. The campaign will set the handling of the film with university groups, women's clubs and other opinion-making organizations, including radio programs, a series of lectures to sociology classes and a full quota of newspaper and audience comment.

●

Universal - International, Pepsi-Cola Corp. and *Modern Screen* magazine are jointly conducting a "Bring a Star to Your Home" contest in connection with the currently-shooting production, "The Prince Was a Thief" starring Tony Curtis and Piper Laurie. Contestants will be asked to write a letter of 200 words or less explaining why they would like a visit from these stars. A double-page ad in color appears in the December *Modern Screen.* The Dell Publishing Co., in cooperation with Pepsi-Cola, will distribute 6,000,000 entry blanks.

●

Howard Dietz, M-G-M's vice-president and director of advertising, publicity and exploitation, is offering a series of caricatures by the well-known magazine artist Al Hirshfield to a selected list of important newspapers as a promotional plug for new and current M-G-M films.

—WALTER BROOKS

Review

"Cyrano de Bergerac"

(Stanley Kramer Productions-United Artists)

EDMOND ROSTAND's heroic comedy emerges from the crucibles of Hollywood as a brilliant motion picture exquisitely acted by Jose Ferrer in the starring role. "Cyrano de Bergerac" takes immediate place with the great films of recent years no matter where originated. In august and limited company, it has full right to hold its head proudly crect and high in the clouds.

Stanley Kramer deserves to be congratulated on his wisdom, as well as good judgment, in relying on the Brian Hooker translation from the original French, first written for Walter Hampden. No other translation compares and, after all these years, no other is regarded as definitive. Since adapting famed works usually pleases no one and often defiles the author, Carl Foreman, in whose hands was the delicate task of preparing the script, rates praise for the delicacy of his surgery. His patient survives the deletions of the transformation and his resemblance to the vitality of the original is remarkably faithful.

The locale is 17th century France where a quick hand and a lightning rapier often saved a man's life. In the background is the royal court, with its intrigues and its politics. Defying the tradition of the day, and often its authority, there is Cyrano—fighting Gascon, terror with the sword, poet and playwright, intellectual and philosopher, lover of liberty, despiser of pretense and owner of the most fantastic nose in France. He is in love with Roxane, a distant cousin who is in love with Christian, newly-recruited guardsman and as attractive a physical specimen as Cyrano is preposterous.

A bumbler with words, Christian comes to rely on Cyrano to write the love letters which carry forward his romance with Roxane. Thus, it becomes Cyrano's letters and poetry which make the abiding impression and dramatically create love passages which are among the most lyrical, the most fragile and the most beautiful in the annals of modern literature.

In the background while the fires of his own great passion remain unrequited, Cyrano continues in the shadow of Roxane's and Christian's lives. Before Christian goes to his death in the war with Spain, he comes to realize the truth, insists that Roxane be told and thus make her choice. But the gallant he always was finds Cyrano allowing Christian to die believing that he was Roxane's choice. In the 14 years that follow, Roxane seeks solace at a convent in Paris. There, Cyrano visits her weekly. Unwilling to try the sharp point of his sword, his enemies contrive an accident. Before Cyrano dies, Roxane finally learns the truth.

ANY narration of the plot motif of "Cyrano," however, cannot do justice to the cadence and the immeasurable beauty of its language. No reviewer in this day should feel called upon to evaluate Rostand's work for the measure of its soul-searching, its exposure of the frailties of mankind, the tragedies which develop out of accidents of birth, the heights to which an ennobled spirit can rise. In any day and in any language, Cyrano de Bergerac would have been quite a guy.

Ferrer, experienced stage actor—he played The Dauphin in "Joan of Arc" in films and "Cyrano" on the stage—is superb. How superb is best understood by seeing him. No one else approaches him in acting merit or, for that matter, in opportunity. Overshadowed as the surrounding cast is, nevertheless Mala Powers is excellent as Roxane; William Prince makes a good enough Christian in a colorless part against which dramatic ability cannot cope.

Michael Gordon's direction is entitled to the highest praise. The production design, worked out by Rudolph Sternad, is exceedingly effective. Dimitri Tiomkin's score reveals expert musicianship and succeeds in its purpose of enhancing mood.

"Cyrano" is not an attraction which may be expected to find its level without special preparation and handling. A modern classic, it must be treated with care. In the commonly accepted commercial sense, this film inevitably faces comparison with "Henry V," "Hamlet" and "The Red Shoes." It is against experience with this trio that the bead on "Cyrano" must be drawn. Yet, there is an audience, and no one can foretell how large, for something that has the courage to cut itself adrift from the ordinary herd. This suggests a challenge for showmen and their showmanship, "Cyrano" is worth such a challenge. Very worthy indeed.

Running time 112 minutes. General audience classification. For roadshow release.

RED KANN

[Additional review on page 7]

News *Roto Section Features Product*

Top product currently or soon to be showing on Broadway provided material for the 40-page rotogravure magazine of the New York *Daily News* on Sunday, its second annual issue devoted to the industry. Scenes from 25 films, many in color, illustrated the brief notes concerning each of the films.

Seven of the films listed were from 20th Century-Fox, five from Paramount, three from Warner, three from M-G-M, two each from Universal and Columbia and one each from RKO Radio, United Artists and Republic.

Mrs. Truman Heads Hospital Benefit

WASHINGTON, Nov. 13. — Mrs. Harry S. Truman heads the list of sponsors of a special premiere performance of "Trio," in honor of the work done by the Washington Hospital Committee of the American Theatre Wing. The showing will be held at the Playhouse tomorrow night. It will open there Wednesday.

Paramount, distributing the film, and the Playhouse management said that the American Theatre Wing has provided men and women in military. naval and veterans' hospitals with entertainment needed in their rehabilitation program.

What's "On The Horizon"

A significant new column by the editorial staff of Motion Picture Herald commences in this week's issue (Nov. 18).

Watch for the "On the Horizon" column this week — read it every week in —

MOTION PICTURE HERALD

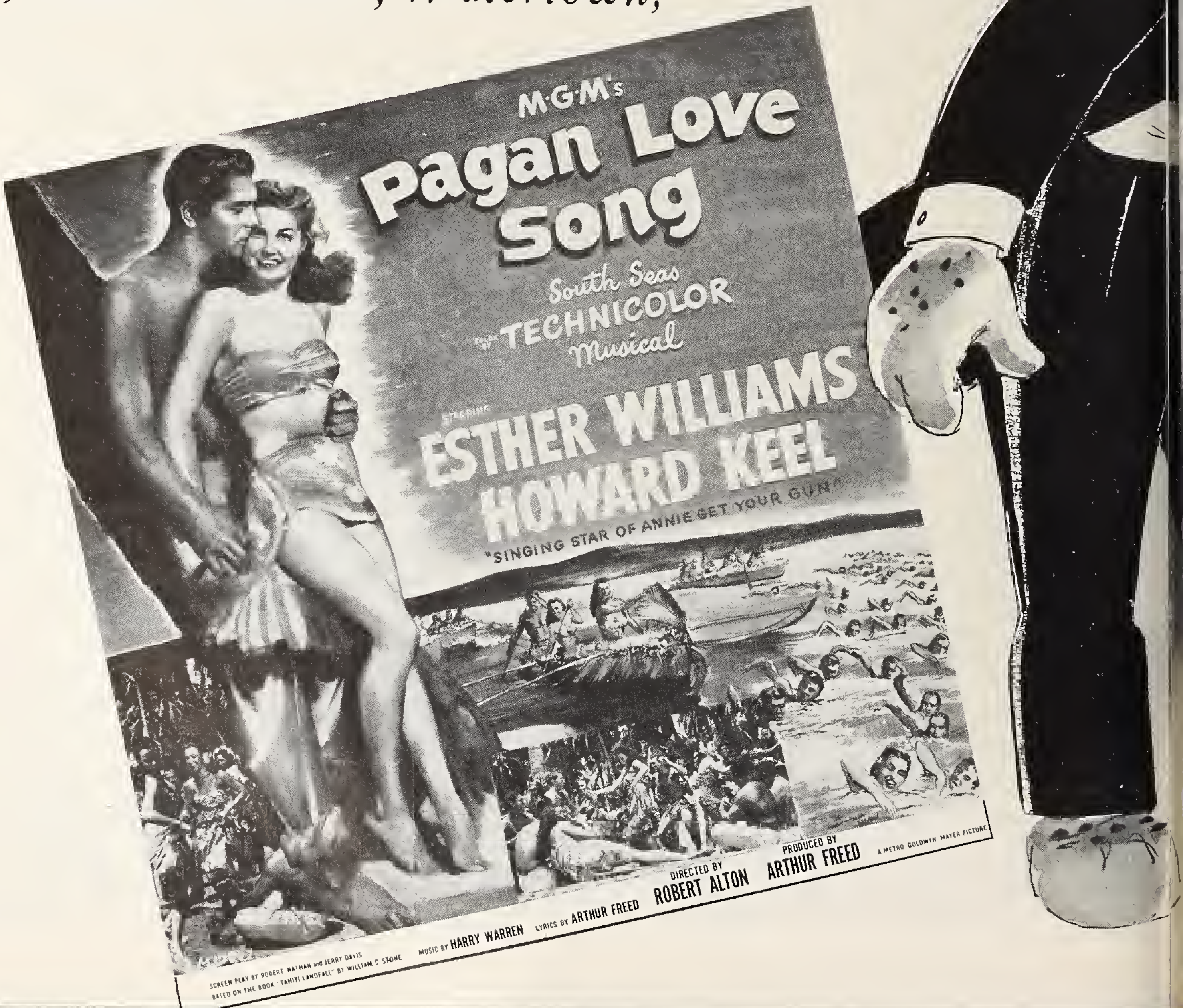
METRO'S GUTS!

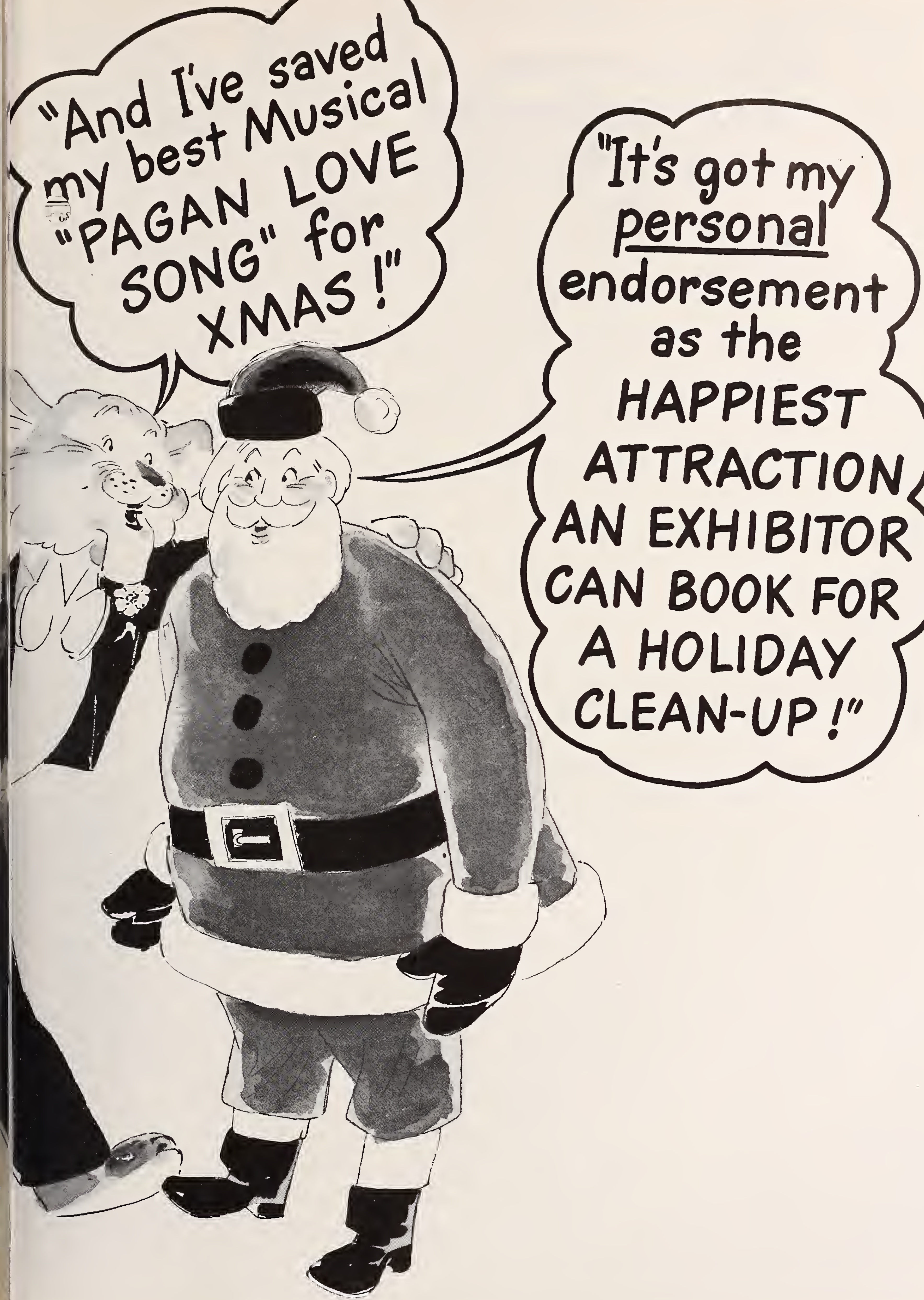
A letter from the M. P. Herald, Issue of Nov. 4, 1950

To the Editor:

Metro had the guts to release four of its top-budgeted productions during the usual dull period in the dead heat of the summer season. It has been a custom for producers to normally withhold such attractions for the cooler weather. But Metro has shown the way and proved that an outstanding picture can beat the heat, television or whatever other factors that have been responsible for the drop in box office receipts.

The pictures were "Annie Get Your Gun," "Father of the Bride," "Duchess of Idaho" and "Three Little Words," which were a much-needed shot in the arm and made you proud to be an exhibitor.—*N. DEL ROSSO, Cameo Theatre, Watertown, Conn.*


M-G-M's
Pagan Love Song
South Seas
Color by TECHNICOLOR
Musical
Starring
ESTHER WILLIAMS
HOWARD KEEL
"SINGING STAR OF ANNIE GET YOUR GUN"
SCREEN PLAY BY ROBERT NATHAN and JERRY DAVIS
BASED ON THE BOOK "TAHITI LANDFALL" BY WILLIAM S. STONE
MUSIC BY HARRY WARREN
LYRICS BY ARTHUR FREED
DIRECTED BY ROBERT ALTON
PRODUCED BY ARTHUR FREED
A METRO GOLDWYN MAYER PICTURE


"And I've saved my best Musical "PAGAN LOVE SONG" for XMAS!"
"It's got my personal endorsement as the HAPPIEST ATTRACTION AN EXHIBITOR CAN BOOK FOR A HOLIDAY CLEAN-UP!"

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

OF THREE PRODUCTIONS

			EXPERIMENT ALCATRAZ	VENDETTA	RIO GRANDE PATROL
ALBANY	Fox Scr. Rm.	1052 Broadway	Tues. 11/21 9:30 p.m.	Tues. 11/21 8:00 p.m.	Wed. 11/22 2:00 p.m.
ATLANTA	RKO Scr. Rm.	195 Luckie St., N. W.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 10:30 a.m.
BOSTON	RKO Scr. Rm.	122-28 Arlington St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:30 p.m.	....
BUFFALO	Mo. Pic. Oper. Scr. Rm.	498 Pearl St.	Tues. 11/21 2:00 p.m.	Tues. 11/21 3:30 p.m.	Wed. 11/22 10:30 a.m.
CHARLOTTE	Fox Scr. Rm.	308 S. Church St.	Tues. 11/21 3:30 p.m.	Tues. 11/21 2:00 p.m.	Wed. 11/22 2:00 p.m.
CHICAGO	RKO Scr. Rm.	1300 S. Wabash Ave.	Tues. 11/21 11:00 a.m.	Tues. 11/21 2:00 p.m.	Wed. 11/22 11:00 a.m.
CINCINNATI	RKO Scr. Rm.	12 East 6th St.	Tues. 11/21 9:30 p.m.	Tues. 11/21 8:00 p.m.	Fri. 11/24 8:00 p.m.
CLEVELAND	Fox Scr. Rm.	2219 Payne Ave.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 10:30 a.m.
DALLAS	Paramount Scr. Rm.	412 S. Harwood St.	Tues. 11/21 2:30 p.m.	Tues. 11/21 10:30 a.m.	Wed. 11/22 2:30 p.m.
DENVER	Paramount Scr. Rm.	2100 Stout St.	Tues. 11/21 3:30 p.m.	Tues. 11/21 2:00 p.m.	Wed. 11/22 2:00 p.m.
DES MOINES	Fox Scr. Rm.	1300 High St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 1:00 p.m.	Wed. 11/22 1:00 p.m.
DETROIT	Blumenthals Scr. Rm.	2310 Cass Ave.	Tues. 11/21 2:30 p.m.	Tues. 11/21 10:30 a.m.	Wed. 11/22 10:30 a.m.
INDIANAPOLIS	Universal Scr. Rm.	517 N. Illinois St.	Tues. 11/21 1:00 p.m.	Tues. 11/21 2:15 p.m.	Wed. 11/22 1:00 p.m.
KANSAS CITY	Paramount Scr. Rm.	1800 Wyandotte St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:00 p.m.	Wed. 11/22 10:30 a.m.
LOS ANGELES	RKO Scr. Rm.	1980 S. Vermont Ave.	Tues. 11/21 2:00 p.m.	Tues. 11/21 10:30 a.m.	Fri. 11/17 10:30 a.m.
MEMPHIS	Fox Scr. Rm.	151 Vance Ave.	Tues. 11/21 2:00 p.m.	Tues. 11/21 10:30 a.m.	Wed. 11/22 10:30 a.m.
MILWAUKEE	Warner Scr. Rm.	212 W. Wisconsin Ave.	Tues. 11/21 2:00 p.m.	Tues. 11/21 10:00 a.m.	Wed. 11/22 10:00 a.m.
MINNEAPOLIS	Fox Scr. Rm.	1015 Currie Ave.	Tues. 11/21 2:30 p.m.	Tues. 11/21 10:30 a.m.	Wed. 11/22 10:30 a.m.
NEW HAVEN	Fox Scr. Rm.	40 Whiting St.	Tues. 11/21 3:30 p.m.	Tues. 11/21 2:00 p.m.	Wed. 11/22 2:00 p.m.
NEW ORLEANS	Fox Scr. Rm.	200 S. Liberty St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 10:30 a.m.
NEW YORK	Paris Thea.	4 W. 58th St.	....	Tues. 11/21 10:30 a.m.	....
NEW YORK	Fox Scr. Rm.	630 Ninth Ave.	Tues. 11/21 2:30 p.m.	....	Fri. 11/17 12:00 Noon
OKLAHOMA	Fox Scr. Rm.	10 N. Lee St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 10:30 a.m.
OMAHA	Fox Scr. Rm.	1502 Davenport St.	Tues. 11/21 10:00 a.m.	Tues. 11/21 1:00 p.m.	Wed. 11/22 10:00 a.m.
PHILADELPHIA	RKO Scr. Rm.	250 N. 13th St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 10:30 a.m.
PITTSBURGH	RKO Scr. Rm.	1809-13 Blvd. of Allies	Tues. 11/21 1:30 p.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 2:00 p.m.
PORTLAND	Star Scr. Rm.	925 N. W. 19th Ave.	Tues. 11/21 2:00 p.m.	Tues. 11/21 10:00 a.m.	Wed. 11/22 10:00 a.m.
ST. LOUIS	RKO Scr. Rm.	3143 Olive St.	Tues. 11/21 11:30 a.m.	Tues. 11/21 2:30 p.m.	Wed. 11/22 2:30 p.m.
SALT LAKE CITY	Fox Scr. Rm.	216 East 1st St. South	Tues. 11/21 2:30 p.m.	Tues. 11/21 1:30 p.m.	Wed. 11/22 1:30 p.m.
SAN FRANCISCO	RKO Scr. Rm.	251 Hyde St.	Tues. 11/21 10:30 a.m.	Tues. 11/21 2:00 p.m.	Wed. 11/22 10:30 a.m.
SEATTLE	Jewel Box Scr. Rm.	2318 2nd Ave.	Tues. 11/21 2:00 p.m.	Tues. 11/21 10:30 a.m.	Wed. 11/22 2:00 p.m.
SIOUX FALLS	Hollywood Thea.	212 N. Philips Ave.	Tues. 11/21 9:00 a.m.	Tues. 11/21 10:00 a.m.	Wed. 11/22 10:00 a.m.
WASHINGTON	Film Center Scr. Rm.	932 New Jersey Ave.	Tues. 11/21 10:30 a.m.	Tues. 11/21 11:30 a.m.	Wed. 11/22 10:30 a.m.

Niles Will Preside at Des Moines Meeting

Des Moines, Nov. 13.—Allied of Iowa and Nebraska will meet at the Fort Des Moines Hotel here tomorrow and at the Castle Hotel in Omaha on Wednesday, with Charles Niles of the national Allied Caravan committee presiding at film clinics [illegible] an open-forum basis at bo[illegible]ssions.

James Redmond, executive of Tri-States and Central States Theatres, will preside at special showmanship meetings on both days.

N.J. Allied Wary Of Rental Boosts

Openly fearful that the independent exhibitors of the New York Metropolitan area may face a widespread increase in film rentals, the Allied Theatre Owners of New Jersey will hold an emergency membership meeting in Passaic today to plan an organized fight on alleged attempts at present to increase the price of pictures.

It is understood that the Independent Theatre Owners Association of New York also has expressed anxiety over the prospect of increased rentals, and may be waiting to see what action New Jersey Allied proposes before announcing ITOA p'ans for combatting the threat that is seen.

At the New Jersey Allied's annual beefsteak dinner which will be held tonight at the Ritz Restaurant, Passaic, it is expected that organization president Wilbur Snaper will give at least a hint regarding the extent to which the group's members have had to face demands for increased rentals.

However, business discussions usually are ruled out at the annual dinners, which are given primarily for the purpose of building good fellowship among representatives of the industry in this area, and for that reason Snaper may forego commenting on the rentals situation. Members of all segments of the industry here have been invited to the dinner.

A number of non-Allied exhibitors have requested permission to attend the meeting this afternoon, and Snaper has granted their request.

Thacher, Ex-Para. Counsel, Is Dead

Thomas D. Thacher, former counsel for Paramount Pictures and a former U. S. District Court judge and judge of the New York Court of Appeals, Albany, died at his home here on Sunday. Thacher, who was 69 years old, had retired from the latter court in 1948.

Prominent in civic, legal and political circles for years, Thacher and his law firm, Simpson, Thacher and Bartlett, served in the reorganization of Paramount in the early 1930's and was counsel for the company throughout a large part of the government anti-trust suit.

Hans Kraly, Writer

HOLLYWOOD, Nov. 13.—Hans Kraly, screen writer, who had been associated with the late director, Ernst Lubitsch, and the late actor, Emil Jannings, died here in a hospital after a day's illness.

NPA Policy

(Continued from page 1)

atre not there already—and does not apply to maintenance and repair.

There is absolutely no limit, the government spokesmen affirmed, to the amount of building that can be undertaken in the line of repairing or maintaining existing facilities. If a theatre owner had to put in completely new plumbing to replace plumbing that is unsafe or unsanitary, and this costs $10,000, he can go ahead and do so without having to ask any government agency for permission, the NPA official said. If an exhibitor has to overhaul his exit system to meet the requirements of a new building code, that, too, would probably be completely exempt and okay, no matter what the cost.

No Limit on Repairs

"Generally speaking," one NPA spokesman said, "any portion of a building that is in place now or that needs to be replaced to keep the building in good order for the public safety can be repaired or fixed up without regard to the $5,000 limit. There is absolutely no limit in the order on bona fide maintenance and repairs The people who are protesting should read the order. The $5,000 limit provides specifically and only to modernization or additions—somethnig completely new or different and not for the public safety but rather for some purpose of the exhibitor's."

NPA has already advised the Theatre Equipment Supply Manufacturers Association and the Theatre Equipment Dealers Association, both of which protested the ban, that it will be happy to talk the matter over with their representatives. NPA officials said they did not yet know what action was being taken on the protest of the Council of Motion Picture Organizations, but said that probably the same answer would be made.

No early relaxation of the ban is likely, NPA officials think. They say that about all that could be done to relax the limitation order is to boost the $5.000 figure or to adopt a very liberal policy on individual appeals, and indicated that for the time being, at least, the latter course is the more likely.

One top NPA official, commenting on COMPO's protest against lumping theatres in with race tracks and dance halls as banned construction, pointed out that nowhere in the NPA order was there any mention of "non-essential." The only phrase is that this construction "does not further the defense effort, directly or indirectly." The "non-essential" phrase was the work of the newspapers, this NPA official said.

Regrets Hurt Feelings

"We had no desire to say theatres weren't worth anything," he declared. We go to them ourselves. We're sorry anyone's feelings were hurt. You should hear the recreation people, the playgrounds and swimming pool operators. But something had to be cut back. if we were to conserve materials. We don't want anyone feeling he was singled out for being hurt—we'll be glad to talk things over any time."

NPA officials said that to the best of their knowledge they have not yet had a real "appeal" from a person wanting to build a theatre, unable to do so because of the ban, and capable of alleging some "hardship" either to himself or the community as a result of not being able to build the theatre. All correspondence so far, they said, has been in the nature of requests for clarification and interpretation or from exhibitors who are fairly sure they are allowed to build or continue building but want to be on the absolutely safe side, and so write in for a letter saying that their project is legal.

"Theatre owners are apparently a law-abiding bunch," according to one agency official. "They want to be sure they're not going to fall afoul of the law, and want some word from us saying they're in the clear before they go ahead."

This official told of a case which might become the agency's first real appeal. A Michigan veteran started in the theatre business many years ago, working his way up from usher to manager. After he came back from the Army, he took a job as theatre manager again, and gradually saved $10,000. He interested a wealthy local merchant in putting up another $80,000. and planned to build a theatre with the $90,000. He quit his job, but before he started building the government ban was slapped on. The problem which NPA faces in this case, which has just been taken up with the agency in an advisory way so far and not in an actual appeal, is to weigh the interests of the ex-GI and the local merchant. The ban is undoubtedly working a hardship on the ex-GI, but not on the merchant. And the merchant's interest in the project is eight times as great as that of the veteran.

Review

"The West Point Story"

(Warner Brothers)

THE DISCIPLINARY rigors of West Point work some fantastic results upon James Cagney in "The West Point Story." As a Broadway musical director, Cagney is in top form, doing a dance, singing a song, getting temperamental, or throwing a punch with equal aplomb. The musical comedy sets a carefree spell and although the antics are sometimes on the unlikely side, they are delightfully so. It is the type picture which patrons in almost any mood should find pleasurable.

A good cast has been rounded out for the proceedings. In it are Virginia Mayo, as Cagney's girl and secretary; Gordon MacRae, a West Point cadet who has written a musical for the Academy, and Doris Day, an entertainer who becomes a flame of the latter.

The story gets underway when Cagney is persuaded to go to West Point by a producer who wants his nephew helped in putting on a show there. The nephew, MacRae, shows promise of a fine career in the entertainment world, and the producer also wants Cagney to lure him away from the Academy and sign him to a contract. Somehow under the odd demands of his task, Cagney in time finds it expedient to become a cadet. It goes without saying that a lot of laughs ensue as a consequence. Cagney gradually rounds the musical into form. One day he brings an actress friend of his, Miss Day, to the Point, with a view, among others, of having her play in the show. Almost immediately MacRae falls in love with her.

In the course of putting on the show numerous difficulties and conflicts arise. But in time they are overcome and Cagney wins Miss Mayo and MacRae wins Miss Day. As an added dividend, rights to the show go to Cagney.

Both Miss Day and MacRae are in fine voice and provide some enjoyable vocal interludes. Louis F. Edelman produced and Roy Del Ruth directed. The screenplay, by John Monks, Jr., Charles Hoffman and Irving Wallace was from a story by the latter. The West Point locale offers some smart exploitatoin possibilities.

Running time, 107 minutes. General audience classification. Release date, Nov. 25.

MANDEL HERBSTMAN

G. B. Shaw Films Open

"Pygmalion" and "Major Barbara," both films based on plays by the late George Bernard Shaw, opened at the Gotham, New York, yesterday.

CBS Color TV

(Continued from page 1)

say, "Seeing is believing—color television works!"

Leaving technical disputes to those more qualified, there is no doubt that CBS has come through with a system that faithfully reproduces color with clarity and detail adequate for the average sized video viewing screen. The audiences at the old Tiffany Building here, where a dozen machines will permit 2,450 persons to see the show daily, are apt to pay less attention to claims by RCA and other companies that the Federal Communications Commission has authorized an "inferior" color system.

Available at yesterday's preview were two standard black-and-white TV receivers converted for color, another adapted to receive both black-and-white and color, two regular color receivers and a battery of color receivers built by Remington Rand for industrial and scientific uses.

All gave excellent reception, with the exception of the converted sets, whose images lacked stability. Even the latter, however, compared favorably with average black-and-white reception. Presumably all were tuned to peak performance by skilled technicians, though no manual adjustments were made during the 15-minute telecast.

The show for the press was pitched straight at the potential advertiser, with the models demonstrating how well products could be displayed with the aid of color. V. O'B.

Godfrey to Star in CBS Network Color Telecasts

Arthur Godfrey, CBS radio and television star, will lead off with a half-hour program on color television when CBS begins its experimental network broadcasts on Nov. 20. The regular color broadcast will be for two hours daily, from 11 A.M. to 1:00 P.M. Washington will be the first city outside of New York to get the show.

MGM 'Mines'

(Continued from page 1)

stage. At the Globe, "Tripoli" looks like a first week with $18,500, not bad for that situation. "Undercover Girl" at the Rivoli opened slow, limping along to a first week's $13,000.

"Prelude to Fame," a British import, inaugurates a first-run policy for the 52nd Street Trans Lux and is accounting for $12,500, phenomenal business for the small house.

"Eve" Still Strong

"All About Eve" continues to lead the holdovers, with the Roxy predicting $92,000 for a fifth week, equal to the fourth. It will stay for six weeks, with "The Jackpot" to follow. Continued near-capacity business is still being chalked up by "Trio" at the Sutton, with $14,800 due for a fifth week.

"I'll Get By," with Tex Beneke's band on stage, is doing just that at the Paramount, where $52,000 is in sight for a second and final week. "Copper Canyon" opens there tomorrow. At the Strand, "Rocky Mountain," also with a stage show, is winding up two weeks with $30,000 in the final. "Breakthrough" opens on Friday following an invitational premiere on Thursday night.

"Cyrano" Due Thursday

"State Secret" is closing a seven-week stay at the Victoria with a mild $11,500; on Monday, "Red Shoes," concluding 107 weeks at the Bijou with a consistent $6,000, moves over for a continuous performance, popular-price run. "Cyrano de Bergerac" will open at the Bijou on Thursday on a two-a-day, reserved seat policy.

"Harriet Craig" is slumping from a pretty good opening week of $38,000 to $28,000 in its second at Loew's State. At the Mayfair, "Louisa" is ending a four-week run with a modest $14,000; "Rio Grande" will open Saturday. "Deported" ends its second week at the Criterion today with a mild $9,500; "Right Cross" opens tomorrow.

RCA TV Service

(Continued from page 1)

The three RCA executives arranged the conference at Rembusch's offices in Franklin, Indiana, to seek his views on means of meeting most effectively the particular requirements of independent theatre owners contemplating theatre TV installations.

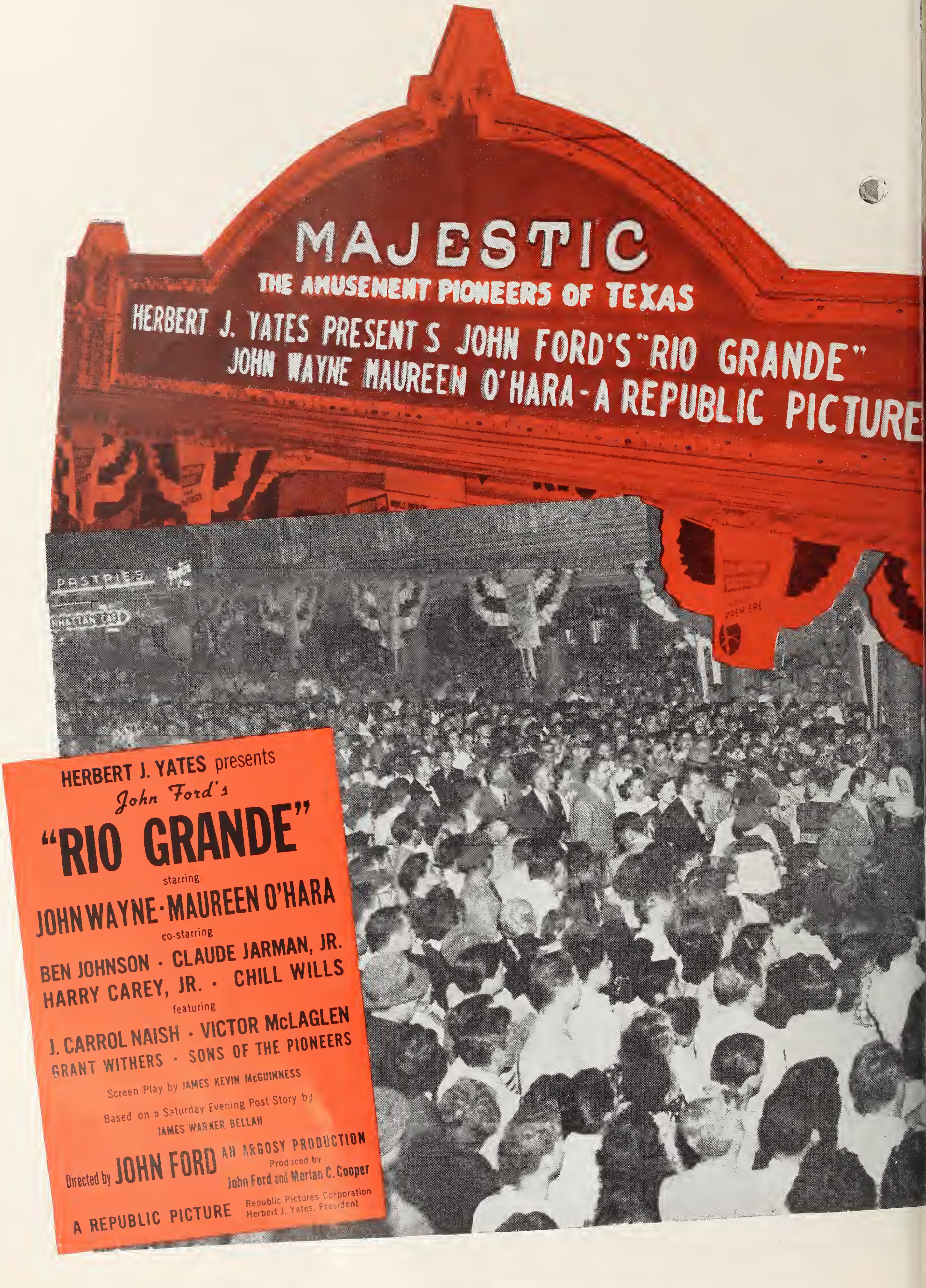
Reporting to the president of Allied on advances in equipment, programming, and servicing facilities for theatre television. Kreuzer noted that refinements stemming from intensive laboratory research have raised the commercial equipment now available to higher standards of performance and reliability, and have greatly simplified its operation.

Reagan Aids NCCJ

(Continued from page 1)

man of the Advisory Council of the College of Commerce of the University of Notre Dame. In 1945 he was chairman of the distribution division of the American Red Cross.

Reagan will shortly announce his organization appointments looking toward an early start of the campaign which terminates with the annual "Brotherhood Week" observation, Feb. 18-25.


MAJESTIC
THE AMUSEMENT PIONEERS OF TEXAS
HERBERT J. YATES PRESENTS JOHN FORD'S "RIO GRANDE"
JOHN WAYNE MAUREEN O'HARA - A REPUBLIC PICTURE
PASTRIES
PREMIERE

HERBERT J. YATES presents
John Ford's

"RIO GRANDE"

starring
JOHN WAYNE · MAUREEN O'HARA
co-starring
BEN JOHNSON · CLAUDE JARMAN, JR.
HARRY CAREY, JR. · CHILL WILLS
featuring
J. CARROL NAISH · VICTOR McLAGLEN
GRANT WITHERS · SONS OF THE PIONEERS

Screen Play by JAMES KEVIN McGUINNESS
Based on a Saturday Evening Post Story by
JAMES WARNER BELLAH

Directed by **JOHN FORD** AN ARGOSY PRODUCTION
Produced by
John Ford and Merian C. Cooper

A REPUBLIC PICTURE
Republic Pictures Corporation
Herbert J. Yates, President

CROWDS

tell the story of

RIO GRANDE

Now doing "Iwo Jima" and "Wake of the Red Witch" business in all openings to date!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Oct. 8	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)	SO LONG AT THE FAIR Jean Simmons D	RIGHT CROSS June Allyson Dick Powell D—90 min. (Rev. 8/16/50)	CHEROKEE UPRISING Whip Wilson O			OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)					
Oct. 15	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie D—79 min. (Rev. 10/13/50)	THE SECOND FACE Ella Raines D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D—91 min. (Rev. 10/4/50)	MODERN MARRIAGE R. Hadley D—66 min. (Rev. 4/6/50)	(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	HIT PARADE OF 1951 John Carroll Marie McDonald MC-85 min. (Rev. 10/20/50)	WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50)		(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)	THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	BORDER RANGERS Don Barry O—57 min. (Release: 10/6/50) (Rev. 10/10/50)
Oct. 22	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50) BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	KANGAROO KID Jack O'Mahoney D—73 min.	THE MINIVER STORY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)	RUSTLERS ON HORSEBACK Allan Lane O MACBETH Orson Welles D—107 min. (Rev. 10/8/48)		MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50) NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50)		WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)		HOLIDAY RHYTHM All-Star Cast Two versions, M—60 min. and 70 min. (Rev. 10/3/50) (Release 10/13/50)
Oct. 29	RAIDERS OF TOMAHAWK CREEK Charles Starrett O—55 min. (Rev. 11/9/50)	PREHISTORIC WOMEN Laurette Luez Allan Nixon D BORDER OUTLAWS Spade Cooley O	THE NEXT VOICE YOU HEAR James Whitmore Nancy Davis D—83 min. (Rev. 6/7/50)	BLUES BUSTERS Leo Gorcey D—64 min.	CASSINO TO KOREA (Documentary—58 min.) (Rev. 9/26/50)		MAD WEDNESDAY Harold Lloyd Frances Ramsden C—89 min. (Rev. 2/18/47) JOAN OF ARC Ingrid Bergman Jose Ferrer D-145 min. (Rev. 10/20/48)	I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)		WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D—77 min. (Rev. 10/4/50)	GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	
Nov. 5	(Nov. Releases) HARRIET CRAIG Joan Crawford Wendell Corey D—94 min. (Rev. 10/27/50)	SUN SETS AT DAWN Sally Parr D—71 min.	DIAL 1119 Marshall Thompson Virginia Field D—75 min. (Rev. 9/28/50)	JOE PALOOKA IN THE SQUARED CIRCLE Joe Kirkwood D			NEVER A DULL MOMENT Irene Dunne Fred MacMurray C—89 min. (Rev. 10/31/50)		(Gloria Films) THREE HUSBANDS Eve Arden Emlyn Williams C—78 min. (Rev. 11/9/50)			BANDIT QUEEN Barbara Britton Willard Parker D (Release: 12/15/50)
Nov. 12	EMERGENCY WEDDING Larry Parks Barbara Hale C-D—78 min. (Rev. 11/10/50) PYGMY ISLAND Johnny Weismuller D—69 min. (Rev. 11/9/50)	THEY WERE NOT DIVIDED Edward Underdown Ralph Clanton D	TWO WEEKS—WITH LOVE (Color) Jane Powell Ricardo Montalban MD—92 min. (Rev. 10/11/50)	(ALLIED ARTISTS) SOUTHSIDE 1-1000 Don DeFore Andrea King D—73 min. (Rev. 10/13/50)		RIO GRANDE John Wayne Maureen O'Hara O—105 min. (Rev. 11/2/50) NORTH OF THE GREAT DIVIDE (Color) Roy Rogers O-67 min.	STORY OF A DIVORCE Bette Davis Barry Sullivan D			(Nov. Releases) THE MILKMAN Donald O'Connor Jimmy Durante C—87 min. (Rev. 10/10/50)	ROCKY MOUNTAIN Errol Flynn Patrice Wymore O—83 min. (Rev. 10/3/50)	
Nov. 19	THE BLAZING SUN Gene Autry O—70 min. (Rev. 11/9/50) THE TEXAN MEETS CALAMITY JANE (Color) O—71 min. (Rev. 10/18/50)	ROGUE RIVER Rory Calhoun D			(Nov. Releases) TRIPOLI (Color) Maureen O'Hara John Payne D—95 min. (Rev. 10/6/50)	UNDER MEXICALI STARS Rex Allen O—67 min.		(Nov. Releases) ALL ABOUT EVE Bette Davis Anne Baxter C-D—138 min. (Rev. 9/13/50)		DEPORTED Marta Toren Jeff Chandler D—88 min. (Rev. 10/20/50)		
Nov. 26	CHAIN GANG Douglas Kennedy D—70 min. (Rev. 10/10/50)	GOLDEN SALAMANDER Anouk Trevor Howard D—96 min.	KING SOLOMON'S MINES (Color) Deborah Kerr Stewart Granger D—105 min. (Rev. 9/26/50)	OUTLAW GOLD Johnny Mack Brown O	LET'S DANCE (Color) Betty Hutton Fred Astaire M—112 min. (Rev. 8/11/50)	THE MISSOURIANS Monte Hale O		THE JACKPOT James Stewart Barbara Hale C—85 min. (Rev. 10/2/50)		KANSAS RAIDERS (Color) Audie Murphy Brian Donlevy O—80 min. (Rev. 11/9/50)	WEST POINT STORY James Cagney Virginia Mayo D	
Dec. 3	(Dec. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50)	THE TAMING OF DOROTHY Robert Beatty Jean Kent C—75 min. (Rev. 11/13/50) PAPER GALLOWS Dermott Walsh Rona Anderson D—68 min.		(ALLIED ARTISTS) SHORT GRASS Rod Cameron O				TWO FLAGS WEST (Color) Joseph Cotten Linda Darnell D—92 min. (Rev. 10/10/50)				
Dec. 10	THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min. HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50)			OUTLAWS OF TEXAS Whip Wilson O-58 min.		TRAIL OF ROBIN HOOD (Color) Roy Rogers Penny Edwards O				(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50)	BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 17	THE TOUGHER THEY COME Preston Foster Wayne Morris D LIGHTNING GUNS Charles Starrett Smiley Burnett O		MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)	CALL OF THE KLONDIKE Kirby Grant Chinook O	(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min.		(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50) FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C		MYSTERY SUBMARINE Macdonald Carey Marta Toren D		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.
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MPAA Slates Attack On Profits Tax

Johnston to Testify at House Hearing on Friday

Motion Picture Association of America president Eric A. Johnston is scheduled to appear before the House Ways and Means Committee in Washington on Friday to argue against the levying of an excess profits tax on specific forms of distribution revenue, particularly on remittances which are being received from abroad.

This was learned yesterday following a meeting here of the MPAA board at which Johnston presided. Johnston returned to Washington last night, and the board meeting will resume here today for continuing discussion of many of the subjects which figured at yesterday's meeting, including developments in Italy, France, Japan and Germany.

Yesterday President Truman asked Congress for an excess

(*Continued on page 3*)

NJ Allied Slates 20th Policy Talks

Passaic, N. J., Nov. 14.—Allied Theatre Owners of New Jersey, meeting in emergency session here this afternoon, charged that 20th Century-Fox's sales policy in the New Jersey area has been creating hardship among exhibitors, and named a committee to confer with company distribution vice-president Andy W. Smith, Jr., on ways and means whereby the situation complained of can be corrected.

Wilbur Snaper, New Jersey Allied

(*Continued on page 6*)

Distributor Ad Issue Put on ITOO Agenda

Cincinnati, Nov. 14.—One of the major topics of discussion at tomorrow's general business meeting of the Independent Theatre Owners of Ohio convention here will be the issue of distributors spending relatively large sums of money for cooperative advertising in first-run downtown theatres and little or none, it is claimed, for subsequent runs.

This issue came up at today's meeting and was presented by Louis Wiethe, of Cincinnati. Another issue which was discussed concerned

(*Continued on page 6*)

See Ruling Today On Suit to Block CBS Color System

Chicago, Nov. 14.—Three Federal judges hearing the suit of RCA to block the new CBS television color system indicated today that they will give a temporary ruling tomorrow.

Judges Sullivan, Labuy and Major gave attorneys for both sides three hours each to argue whether the case should be dismissed immediately or whether a temporary restraining order should be entered pending full consideration of the controversy. Arguments are expected to continue through Wednesday.

Judge Samuel I. Rosenman of New York, attorney for CBS, and John F. Baecher, special assistant to the U. S. Attorney-General, objected to the TV equipment which RCA had in the court hallway. Rosenman called the exhibits "an attempt to create a side-

(*Continued on page 7*)

Sovereign Acquires RankTorontoStudio

Toronto, Nov. 14.—Paul L. Nathanson and Sovereign Film Distributors have acquired ownership of the Queensway studio here, established by the J. Arthur Rank Organization. The announcement follows the recent visit here of John Davis, Rank executive from London.

Davis said the foreign exchange situation prevented the filming of British

(*Continued on page 6*)

COMPO FACING CRUCIAL SESSION

Basic Decisions to Be Made at Two-Day Meet; See TOA Crisis Delayed

The executive board of the Council of Motion Picture Organizations will face one of the heaviest and most important agendas of its early career with the start of its two-day meeting tomorrow at the Hotel Astor here.

However, the item uppermost in the trade's mind, the request of Theatre Owners of America for increased representation on COMPO's board, is not expected to resolve itself into a crisis at this meeting, largely because any decisions arrived at will have to be taken back to the boards of the constituent organizations concerned before becoming final.

Allied States' delegates, presumably opposed but willing to listen to TOA's

(*Continued on page 7*)

Say Jackson Park Decree Upped Gross

Chicago, Nov. 14.—Arthur Schoenstadt, circuit operator here, and Nathaniel Barger, drive-in operator, testified in the Balaban and Katz action in U. S. District court to amend the Jackson Park Theatre decree that their businesses had benefited from the decree.

Both exhibitors agreed under questioning by Thomas McConnell, Jackson Park Theatre attorney, that a return of extended runs in the Loop, followed by clearance periods, as urged by B. and K., would adversely

(*Continued on page 7*)

RepublicFormsOwn Firm in Britain

London, Nov. 14.—Reports long current here that Republic Pictures proposes ending its distribution franchise here with British Lion were given impetus with the formation of Republic Pictures International, Inc. (Great Britain).

Officially unexplained, the assumption here is that the new company will handle Republic's own distribution.

(*Continued on page 6*)

Helprin Heads U. S. Company for Korda

Morris Helprin has been elected president of London Film Prod., Inc., Sir Alexander Korda's American company. Korda, who had been president, becomes chairman of the board. Helprin formerly was vice-president of the company. Sir Arthur Jarratt and Wilfred Moeller have been added to the board of directors.

Helprin, who has just returned here from London, will also represent British Lion Films in this country, both on distribution of its pictures here

(*Continued on page 6*)

COMPO Planning Group Acts on Projects Today

A plan for conducting an industry exposition is among the projects which will be discussed at a meeting of the program and planning committee of the Council of Motion Picture Organizations at its meeting at the Hotel Astor here today.

Among other possible COMPO projects to be discussed by the committee, of which Nathan Yamins is chairman, are plans to establish a legislative committee, prepare newsettes on industry subjects, enlist fan magazines into COMPO, undertake a new theatre directory and a survey of existing industry publications.

The committee is expected to prepare its recommendations on these and other projects so that they may be presented by Yamins to the COMPO executive board which starts a two-day meeting at the Astor tomorrow.

Decry TV 'Threat' At Indiana Meet

Indianapolis, Nov. 14.—"I don't believe we should talk about television; I believe we should do something about it. We're supposed to be showmen," Abe Montague, Columbia general sales manager, told the 24th annual fall convention of the Allied Theatre Owners of Indiana at the closing session here today.

"As long as we can find a market in America, you won't see Columbia on television," he told exhibitors. He suggested the something new the film industry needs today may be depth on the screen.

(*Continued on page 7*)

Sees Acceptance of Theatre Television

St. Louis, Nov. 14.—Two Chicago theatres have transferred the atmosphere of the football stadium to their theatres by exclusive Saturday afternoon television broadcasts of Big Ten football games in the Chicago area, delegates to the Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention at the Hotel Chase here were told today.

David Wallerstein, vice-president of the Publix Great States Theatres of Chicago, said the two theatres have proved that the film-going public is accepting television.

The football games are televised as

(*Continued on page 6*)

Personal Mention

LOUIS ASTOR, Columbia circuit sales executive, will be in New Haven today and tomorrow from New York.

•

FRANCIS HARMON, vice-president of the Motion Picture Association and secretary of the Council of Motion Picture Organizations, is on a month's leave of absence to rest and recuperate from illness.

•

ROBERT J. RUBIN, former counsel for the Society of Independent Motion Picture Producers, has returned to New York from the Coast.

•

MARTIN FRIEDMAN, head of Paramount's playdate department, is in Pittsburgh today from New York and will be in Newark tomorrow.

•

OLIVER STRATTON, West Coast purchasing agent for Paramount, will return to the studio today from New York.

•

MAX THORPE Columbia's London managing director, has arrived from England by plane for home office conferences.

•

BERNARD R. GOODMAN, supervisor of Warner Bros. exchanges, has left here on a tour of New England and Eastern Canadian branches.

•

LOU J. KAUFMAN, Warner Theatres executive, is in Washington from New York today.

•

EDWARD L. FABIAN has returned here from a visit to Fabian theatres in the Albany area.

•

W. C. GEHRING, assistant general sales manager for 20th Century-Fox, has left here for Cincinnati.

•

MORRIS SIMPSON, Paramount studio comptroller, and MRS. SIMPSON are here from the Coast.

Award Goes to WB For 'Breakthrough'

A special award of merit will be presented to Harry M., Jack L. and Albert Warner by the Society of the First Division tomorrow evening here in recognition of the Warner Bros. film, "Breakthrough," which is to have its New York premiere on the same night at the Strand.

The bronze plaque will be presented on the stage of the theatre by Lt. Gen. Clarence R. Huebner, recently returned from service as Commanding General of U. S. Army Forces in occupied Germany, and Lt. Col. William G. Ohme, president of the New York Chapter of the First Division Society. More than 600 veterans of the First Division, city officials, press and radio representatives and other dignitaries will also attend the performance.

Another Warner Bros. film about the Army, "The West Point Story," will have its premiere tomorrow at the Oriental Theatre in Chicago.

FCC Wearying of Phonevision Delays

Washington, Nov. 14.—The Federal Communications Commission gave Zenith Radio Corp. another 30-day postponement, until Dec. 1, for starting its Phonevision tests, but indicated its expectation that this would be the last extension.

In a letter to Zenith, the Commission said that "Since you now state that you believe that you will procure the necessary films 'in the near future,' the Commission expects the Phonevision tests to begin on Dec. 1, 1950, and that requests for further deferment will not be filed."

Partial U. S. Figures Say Dividends Lag

WASHINGTON, Nov. 14.—Film companies' dividends in the first nine months of 1950 were considerably below those paid in the first nine months last year, according to Commerce Department reports. This was true even after taking into account dividends paid by companies and not yet reported to Commerce.

Commerce figures show that film companies have so far reported cash dividend payments during the first nine months of this year totalling $27,007,000, compared with $36,352,000 reported for the like 1949 period. However, Stanley Co., which last year reported over $7,000,000 paid in the first nine months, has not yet reported to Commerce any payments for the first nine months of this year. RKO, which accounted for about $1,800,000 in the first nine months of 1949, also has not told Commerce of any dividends yet this year.

The month-by-month Commerce figures and the preliminary year-end total have been becoming increasingly meaningless, as companies get later and later in reporting dividend payments to the Department and as they shift the months in which they pay. Practically the only significant figure still issued on dividends is the final, revised total for each year, and this is usually not available until May or June of the following year.

Circuits Sold Less Candy in '49: U. S.

WASHINGTON, Nov. 14.—Theatre chains bought an estimated $16,530,000 worth of candy in 1949, compared with an estimated $19,800,000 in 1948, according to the Commerce Department.

Department officials said there were no really firm figures on the chain purchases, and no figures at all on purchases by individual theatres. They made their estimates by taking figures submitted by 177 candy manufacturer-wholesalers on how much they sold last year and in 1948 to theatre chains, and blowing up these figures to represent the entire candy industry.

CEA Seeks End of Unit Booking Plan

LONDON, Nov. 14.—Efforts to induce American distributors here to abandon the unit booking plan adopted several years ago in what was ostensibly a retaliatory action against the establishment of Britain's 45 per cent film quota will be taken up at the next meeting of the joint committee of Cinematograph Exhibitors Association and the Kinematograph Renters Society. American distributors are members of the latter organization.

Eric Johnston, president of the Motion Picture Association of America, said while here last summer that the unit booking plan might be abandoned by the American companies within a matter of weeks. Nothing has happened since except that CEA's general purposes committee reported recently that it proposes to press actively for an end to the plan under which exhibitors are required to book two American pictures together. Its object, when adopted, was to prevent British exhibitors from using a strong American picture as a second feature to bolster a British picture which the quota required them to play.

With the reduction of the quota now to 30 per cent there is less purpose in the unit booking plan's existence and it was dropped by 20th Century-Fox months ago. Universal and United Artists never were parties to it, nor were the independent American companies. Thus, it is still being practiced only by Loew's, Paramount, RKO, Columbia and Warners, with M-G-M the chief advocate for its retention.

If pressed to a vote at the joint committee meeting, it is predicted that M-G-M's Sam Eckman will find himself outvoted.

Campagna, Gioe Lose High Court Appeals

WASHINGTON, Nov. 14. — Louis Campagna and Charles Gioe, two of a group of Chicago gangsters sentenced to 10 year prison terms for conspiring to extort more than $1,000,000 from the motion picture industry, have lost an appeal to the Supreme Court to remain out of prison on paroles granted in 1947.

They were freed in that year after serving one-third of their sentences. After a Congressional investigation by the House Executive Expenditures Committee, their paroles were revoked.

'Kon-Tiki' Is Seen Headed for RKO

Thor Heyerdahl, author of "Kon-Tiki," will be guest of honor at a book and author's luncheon at the Waldorf-Astoria here on Nov. 28. Scheduled to arrive here on Nov. 26 at International Airport, the Norwegian author will aid in exploiting and publicizing the "Kon-Tiki" motion picture and book.

"Kon-Tiki" will probably be released through RKO Radio, it was announced by Irving Lesser of the New York office of Sol Lesser Productions, owners of U. S. rights to the film.

Newsreel Parade

BROTHERHOOD Week and the appointment of Anna Rosenberg by Gen. Marshall are current newsreel highlights. Other items include King Gustav rites, and sports. Complete contents follow:

MOVIETONE NEWS, No. 92 — Warren Austin warns Red China. Defense post for Anna Rosenberg. Railway bridge bites the dust. King Gustav rites. Canadian health center in Greece gets gift. Brotherhood drive. Football.

NEWS OF THE DAY, No. 222—U.S. demands China quit Korea. Carrier home from Korea. Sweden hails new king. Secretary Marshall names Anna Rosenberg. Bridge nosedives. Frog plague in Paris. Brotherhood week. Football.

PARAMOUNT NEWS, No. 25 — Collegians look to bowl games. King Gustav laid to rest. Ku Klux Klan defiant after acts of terror. Campagin for world Brotherhood. Maurice Chevalier toasted by friends in Paris.

TELENEWS DIGEST, No. 46—Armistice Day—1950. Indo-China fighting. King Gustav lies in state. Air crash on Mont Blanc. Gen. Franco tours Canary Islands. Telephone walkout. Yule gifts for children abroad. Football.

UNIVERSAL NEWS, No. 404—Brotherhood Week. Cruiser home from war in Korea. New bridge for old. Frog plague in Paris. News from the sport world: football.

WARNER PATHE NEWS, No. 27—Football news. King Gustav funeral. Anna Rosenberg named by Defense Secretary Marshall. Will Rogers statue unveiled. Brotherhood Week. "Breakthrough" premiere. Bridge dropped.

Refuses to Enjoin Court in Hawk Suit

WICHITA, Nov. 14.—The U. S. Court of Appeals for the 10th Circuit here refused to enjoin the Federal district court in Utah from proceeding with eight percentage suits brought against Hal F. Hawk, administrator of the estate of Claude C. Hawk, deceased, and Claude Hawk Corp.

The writ of prohibition sought by the exhibitors to prevent the Utah District Court from retaining jurisdiction of the percentage actions was denied by the Court of Appeals, which is now sitting in Wichita.

Thorpe to U. K. for MGM

HOLLYWOOD, Nov. 14. — Director Richard Thorpe will plane out late this week for London where he will set up pre-production plans for "Ivanhoe," which he will direct next for M-G-M. Pando Berman will produce. Thorpe expects to be in England about three weeks and will then return to Hollywood to complete plans here.

'Mines' to Berger's Gopher in Minn.

MINNEAPOLIS, Nov. 14. — "King Solomon's Mines" has been awarded by M-G-M to Ben Berger's Gopher for first-run in Minneapolis, the first time that the 1,026-seat theatre has gone into the deluxe-run field.

Berger's bid was successful against Minnesota Amusement's State and James Nederlander's Lyceum.

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Profits Tax

(*Continued from page 1*)

profits tax bill to produce an additional $4,000,000,000 a year. He said it should be made retroactive to July 1, 1950. Details of the Administration plan will be outlined by Secretary of the Treasury Snyder today when he opens hearings before the House Committee.

The MPAA companies are undertood to be fearful that an excess rofits tax bill may embrace earnings broad which have been received here ince July 1. These earnings, it is ointed out, were achieved several ears ago in most cases and the comanies are anxious to have that fact ointed out to the House Committee. ohnston is expected to inform the ommittee of the nature of the foreign emittances and appeal for their exlusion from a new excess profits tax aw on the ground that they represent arnings under prior tax structures.

It is reported in Washington, meanvhile, that despite the Administration lea for a stiff excess profits tax, it is onsidered doubtful Congress will vote ne at the "lame duck" session starting Nov. 27. Another straw in the vind developed yesterday when Rep. Reed (R., N.Y.), ranking Republican n the House Committee, demanded n Washington that the committee put ff any action on taxes until next year nd the new 82nd Congress. Reed said he committee should finish its hearngs and then call it a day without any xecutive sessions, arguing that in the hort time it had, the 81st Congress ould not legislate on taxes.

Review

"The Magnificent Yankee"

(*Metro-Goldwyn-Mayer*)

THE CAREER of Oliver Wendell Holmes was one of charm, honor and excitement and it is superbly portrayed by Louis Calhern in "The Magnificent Yankee." As of necessity, the film is short on the conventional romantic trimmings and plotted suspense. It derives its strong appeal from its humor, warmth and historical reminiscence. Others in the cast are Ann Harding as Mrs. Holmes, Eduard Franz as Louis Brandeis and Philip Ober as Owen Wister. At intervals throughout, novelist Wister's voice has been dubbed in for a running narration.

The story opens with Holmes arriving in Washington from Boston to take up his cudgels as a new member of the Supreme Court. As played by Calhern, Holmes is not only a wise and philosophical person, but one who can enjoy a good laugh, a good fight, and who has a slight erratic strain. As Holmes proceeds down his distinguished career, there passes in review a cavalcade of history that spans the presidential reign of both Roosevelts. Many famous cases involving vital issues are recalled again, giving rise to familiar expression "Holmes and Brandeis dissenting."

Diverse little human problems have been worked into the Emmet Lavery screenplay. An example of the tongue-in-cheek humor is provided by a Holmes utterance. He remarks at 90: "You know what I think when I see a beautiful girl? . . . Oh, to be 80 again."

Miss Harding, as the devoted and slyly wise wife, turns in a capable portrayal. The film, produced by Armand Deutsch, was based on Lavery's play of the same name. John Sturges directed.

Running time, 89 minutes. General audience classification. Release date, Feb. 9.

MANDEL HERBSTMAN

CED Calls for Defense Taxes Through Excise Revisions

WASHINGTON, Nov. 14.—The Committee for Economic Development today declared that substantially more revenue must be raised from excise taxes as part of any program for financing the defense effort.

The CED statement, entitled "Paying for Defense," was issued by the Research and Policy Committee. Members of this committee include Motion Picture Association president Eric A. Johnston, Eastman Kodak Co. treasurer Marion B. Folsom and General Electric Co. chairman Philip D. Reed.

The present excise tax structure, the statement said, "is a tangle of separate taxes on different items at different rates, imposed at different points in the economic process, with some taxes hidden and some open. It discriminates among products, producers, regions, consumers without, for the most part, any reason. . . ."

Para. Workers Weigh Unions

An emergency meeting of the Paramount home office's 400 publicists and clerical workers has been called for tomorrow evening at the Picadilly Hotel here to deliberate on the employes' future bargaining representation. The meeting has arisen out of the challenge to Screen Employes Guild jurisdiction which has come from the National Labor Relations Board in Washington.

Meanwhile, SEG, which has been bargaining representative of the unit for many years, has secured a second time extension from the Board for answering the charge that United Office and Professional Workers of America, SEG's parent, has lost its identity through a merger with some other labor organizations, forming the Distributive, Processing and Office Workers of America. SEG now has until Nov. 27 to file.

Tomorrow's Meeting

The meeting tomorrow evening, which will be presided over by Maurice Siegel, chairman of the Paramount SEG unit, is expected to determine whether the employes will continue to be represented by the Guild. A reportedly substantial group of employes is understood to have interpreted the NLRB action as signifying that DPOWA is not qualified to represent motion picture workers. Hence, it is said, the group is seeking another affiliation. The contract with the company is carried by UOPWA, whose identity, the Board states, has been lost.

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NOVEMBER 16, 1950

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and beautiful SUZANNE

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ay by BERNARD GIRARD and TED SHERDEMAN • From a Story by Joseph I. Breen, Jr. PRODUCED BY BRYAN FOY

SAG Recommends Pay Increases

HOLLYWOOD, Nov. 14.—Sentiment for obtaining compensation increases in the next Screen Actors Guild contract to be negotiated with employing producers were expressed in advisory recommendations voted at the annual membership meeting.

Recommendations, which did not attain the status of resolutions, were that day-played minimum scale be raised from the present $55 to $100, that negotiators persist in their efforts to obtain additional compensation when pictures are reissued, that the SAG board seek to enlist the aid of other unions in the educational campaign regarding the adverse effects of the Taft-Hartley Law. SAG president Ronald Reagan told members that a provision in new contract giving players additional payment for work in pictures subsequently released for television use will be among the main objectives in negotiations.

S. Frankel's Mother Dies at Her Home

Mrs. Kate Frankel, 75, mother of Shirley Frankel, secretary to Samuel Schneider, Warner Brothers vice-president, died Monday at her home after a long illness. She is survived by her husband, Daniel; four daughters; a son; five grand-children, and two great grand-children. Funeral services will be held today at the Boulevard Funeral Parlor, Brooklyn.

NJ Allied

(*Continued from page* 1)

president, said members of the organization have found it impossible to negotiate with the New York branch on film prices.

The afternoon meeting was followed by the New Jersey Allied annual beefsteak dinner at the Ritz Restaurant here. Representatives of all segments of the industry in the New York Metropolitan area attended the dinner.

Reviews

"Branded"

(*Paramount*)

A RICH pictorial background has been provided Alan Ladd in this outdoor action drama about a desperado who has a strong personal code of honor. The picture is a large-scale Western in Technicolor and has greater plot development than the average in its category. In about every way, however, it respects the narrative convention. The fans should find it quite satisfactory.

Ladd portrays a tight-lipped and self-assured gunfighter who is adroit with his fists and his pistols. He is approached in his mountain hideout by two strangers, Robert Keith and John Berkes, who interest him in a strange proposition. Their scheme is to have him pose as the long-lost son of a wealthy Texas rancher and eventually take over the ranch. All that Ladd needs is to be branded with birthmark which the missing son had and that chore is taken care of forthwith. Keith, who gave a fine performance as the detective in "Edge of Doom," performs equally well here. Almost at the outset he proves his native villainy by killing Berkes so that the anticipated loot would be divided two ways instead of three.

Presently Ladd rides off to the ranch, owned by Charles Bickford, and cleverly allows himself to be taken for the missing son. As the conspiracy gains momentum, Laddy suddenly changes his mind, largely because he has fallen in love with Bickford's daughter, Mona Freeman. This of course brings down upon Ladd the furtive hostility of Keith. Ladd decides to find the real son and the mission takes him into the a mountain stronghold of Joseph Calleia, a Mexican bandit, who has adopted the missing son after a childhood kidnapping.

It takes some manly doings before Ladd succeeds in bringing the son home. The wild flight that precedes the return is a high point of the film and Rudolph Mates's direction gets the most out of it. Mel Epstein produced from the screenplay by Sydney Boehm and Cyril Hume.

Running time, 95 minutes. General audience classification. For January release. M. H.

"Rustlers on Horseback"

(*Republic*)

THIS latest "Rocky" Lane Western, with Gordon Kay as associate producer and Fred C. Brannon as director, follows the usual Western formula but is a satisfactory film within its genre. Lane is given an opportunity of playing a dual role, that of a bad man and that of a marshall. The issues between good and bad are clear cut and the story easy to follow.

This time we have Lane on the trail of a gang planning some pretty big jobs in the neighborhood. He is trailing one of the suspects who is mistakenly cut down by a bullet from one of his colleague's guns. Lane decides to temporarily impersonate the bandit and that is where the action starts.

Lane carries on this pose while the big boss arrives to sell a ranch he acquired from the owner who has been murdered. Lane eventually reveals his true identity and with the help of his trusted aide, Eddy Waller, puts an end to the gangsters' plans. There is the usual hard riding and enough gunplay and fist fights for any Western addict. Lane is, as usual, satisfactory, while John Eldredge plays the gang boss. Others in the cast are Roy Bancroft, Claudia Barrett and George Nader.

Running time, 60 minutes. General audience classification.

Theatre TV

(*Continued from page* 1)

they are played, worked into a full theatre schedule which starts in the morning. Theatre concessions are handled as they would be at a football game and the capacity audience cheer, leap to their feet, and razz the officials as though they were at the scene of the game, Wallerstein said.

Other speakers were Jack Braunigel, general manager of the Commonwealth Theatre Drive-ins, of Kansas City, and Robert Mochrie, vice-president and general sales manager of RKO Radio Pictures.

Tome Edwards of Farmington, Mo., was re-elected president of the association. Also re-elected were Louis K. Ansell, St. Louis, board chairman; Thomas James, St. Louis, vice-president; Joe Ansell, St. Louis, treasurer; Lester Kropp, secretary, and the following regional vice-presidents: Mrs. Bess Schulter of St. Louis; Charles Weeks of Dexter, Mo.

Rank Studio

(*Continued from page* 1)

features here except with Canadian finances. Under its new ownership the well-equipped plant will be known as the Sovereign Film Studio and its facilities will be available to independent producers of both theatre and television films.

Frank O'Byrne, the present manager, will continue to be in charge of operations, it is understood.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

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A Publication of the University of Illinois Press in Urbana

ITOO Agenda

(*Continued from page* 1)

charges of "unfair" price schedules of National Screen. Two clinics were held, separated into outdoor and indoor theatres, with 40 to 50 persons attending each.

Republic Forms

(*Continued from page* 1)

The board of directors is headed by Richard Altschuler and includes Charles B. Newbery. Altschuler heads Republic's foreign sales.

British Lion recently appointed Morris Helprin of New York its American representative for distribution of its pictures there and acquisition of American films for B-L distribution here.

Helprin Heads

(*Continued from page* 1)

and acquisition of American pictures for British Lion distribution over there.

Helprin will leave here for London Nov. 22 and on his return to New York about Dec. 1 will leave for Japan to set up London Films of Japan there.

Expect Ruling Today

(*Continued from page* 1)

show. Their color machine is a grotesque instrument. It is an attempt to ridicule the CBS color system."

John T. Cahill of New York, attorney for RCA, said the equipment illustrates one of RCA's arguments—that the CBS color picture is restricted to a twelve-and-a-half-inch screen.

Cahill attacked the FCC ruling by saying that under the CBS system no picture at all would be received on the nine million TV sets in homes today unless a $50 adapter is added to the set and then the black-and-white picture received will be 50 per cent less effective than the one now being produced.

Cahill also said that the Commission was composed of six men and one woman; only one of these has any engineering experience, and that one voted against the CBS system. He further charged that the Commission ignored the advice of distinguished scientists who appeared before the Commission and recommended rejection of the CBS system.

Jackson Park

(*Continued from page* 1)

affect thier business. They, and Richard Salkin, manager of the Jackson Park, admitted, however, that they had played some films after clearance periods, including "Easter Parade," "Barkleys of Broadway," "A Date with Judy," "Twelve O'Clock High" and "Three Musketeers."

Federal Judge Michael Igoe asked Alfred Teton, B. and K. attorney, what he considered a fair clearance for pictures after leaving Loop first runs. "A reasonable period," Teton replied. "One which would not exceed three weeks."

Konkright Services

Los Angeles, Nov. 14.—Funeral services for C. Roy Konkright, chief accountant for Monogram for the past six years, were held yesterday at the Church of the Recessional, Forest Lawn Memorial Park.

COMPO's Crucial Meet

(*Continued from page* 1)

proposals, would have to consult the Allied board of directors before exercising a veto. The Allied board is not scheduled to meet until late next January or early in February and probably, would be unwilling to hold a special meeting for that purpose alone.

Proposal Is Rejected

On the other hand, if TOA's proposal were to be summarily rejected by the COMPO board, it would not necessarily follow that TOA was finished as a COMPO member. Its convention committee, of which Ted R. Gamble is chairman, charged with petitioning the COMPO board for increased TOA representation, would have to report back to the TOA board, which has no immediate meeting scheduled. It is doubtful whether the TOA board would withdraw the organization from COMPO without further discussion and negotiation, inasmuch as influential TOA groups and individuals are solidly in COMPO's corner and might choose to remain with COMPO, rather than move to the exit with TOA.

TOA's definitive proposals are still unknown. There has been no meeting of Gamble's committee, only informal conversations between him and COMPO board members. No meeting of the committee is likely to be held prior to the start of the COMPO board meeting tomorrow since Gamble has been on a hunting trip in the Midwest and is not scheduled to return here until late today or early tomorrow.

Meanwhile, TOA's one year approval of membership in COMPO has expired and has not been renewed. Technically, it is not a member of COMPO now.

The COMPO agenda includes reports by Arthur Mayer, executive director, and Nathan Yamins, program and planning committee chairman, on the all-industry Starmakers Contest, originally suggested last spring by Leonard Goldenson, president of United Paramount Theatres, as a means of recreating public enthusiasm for motion pictures and theatre attendance. A detailed plan for the contest has been prepared by Monroe Greenthal, advertising executive, who will present it to the board.

'Movies on the March'

. Also up for report and consideration will be a plan for "Movies on the March," which contemplates a national drive early next spring to benefit the box office. Details of the plan will be presented to the board by Max Youngstein, Paramount advertising-publicity director.

A plan for conducting an intensive research into many phases of public attitudes toward the industry and preferences in entertainment will be presented by Robert W. Coyne, COMPO special counsel. If approved, the research would be conducted by an outstanding institution.

New methods of billing and collecting COMPO dues on the basis of the one-tenth of one per cent of film rentals formula is expected to be presented to the board by Robert J. O'Donnell, COMPO treasurer, and Sam Pinanski, chairman of the finance committee. Indications are that billings will be placed on a quarterly or semi-annual basis, rather than monthly as first proposed, to simplify the procedure.

Industry Seminars

Gael Sullivan, TOA executive director, will lead discussion of a proposal to hold industry seminars at which representatives of exhibition and production would discuss mutual problems. Art Arthur, executive secretary of the Motion Picture Industry Council of Hollywood, is scheduled to lead discussion of an MPIC plan for cooperation of production with the government in the event of war. Charles E. McCarthy will outline a plan for COMPO press relations. Leo Brecher is expected to report on personnel for the COMPO staff.

Ellis Arnall, president of the Society of Independent Motion Picture Producers, is scheduled to broach his views on an industry conference with the Federal Trade Commission for the purpose of exploring the advisability of drawing up a code of fair trade practices with FTC participation, and possibly that of the Department of Justice.

TOA's convention demand that COMPO activities be restricted to public relations on the national level probably will be up for discussion also.

Ned E. Depinet, COMPO president, will preside.

Indiana Allied

(*Continued from page* 1)

"There is no reason to believe the next five or ten years will not be a repetition of the early 1940's, and we know how good they were for this business," said Abram F. Myers, general counsel of Allied States. "The television bugaboo is a passing thing," he declared. "The only real danger to the motion picture business is the jealousy that keeps it wasting time on unimportant things instead of concentrating on the big job, public relations." Myers pleaded for cooperation with COMPO.

Exhibitors were urged, by Sam Shain, Republic public relations representative of 20th Century-Fox, to band together to meet the advertising challenge of television dealer groups in their communities.

Trueman T. Rembusch was re-elected president of the Indiana Allied. Other officers, also re-elected, are Sam Neal, vice-president; Marc J. Wolf, treasurer and William A. Carroll, executive secretary.

Elect Directors

Directors elected are H. Lisle Krieghbaum, J. G. Vogel, Alex Manta, Justin Shauer, Wolf, M. H. Scheidler, Rembusch, Morton Weinberg, Bruce Kixmiller, Oscar Fine, Harry Kornblum, E. L. Ornstein, A. H. Borkeinstein, Peter Mallers, Roy Kalver, John Nicu, Guy Hancock, Mannie Marcus, Stanley A. B. Cooper, Claude Flater, H. P. Vonderschmitt, T. C. Baker, Sam Switow, A. B. Thompson, W. T. Studebaker, Jack Alexander, Neall, S. J. Gregory, Walter F. Easley, J. P. Finneran, Roy E. Harrold, T. J. Mendelssohn, Ernest L. Miller, Fred J. Dolle, Dudley Willston and Earl Cunningham.

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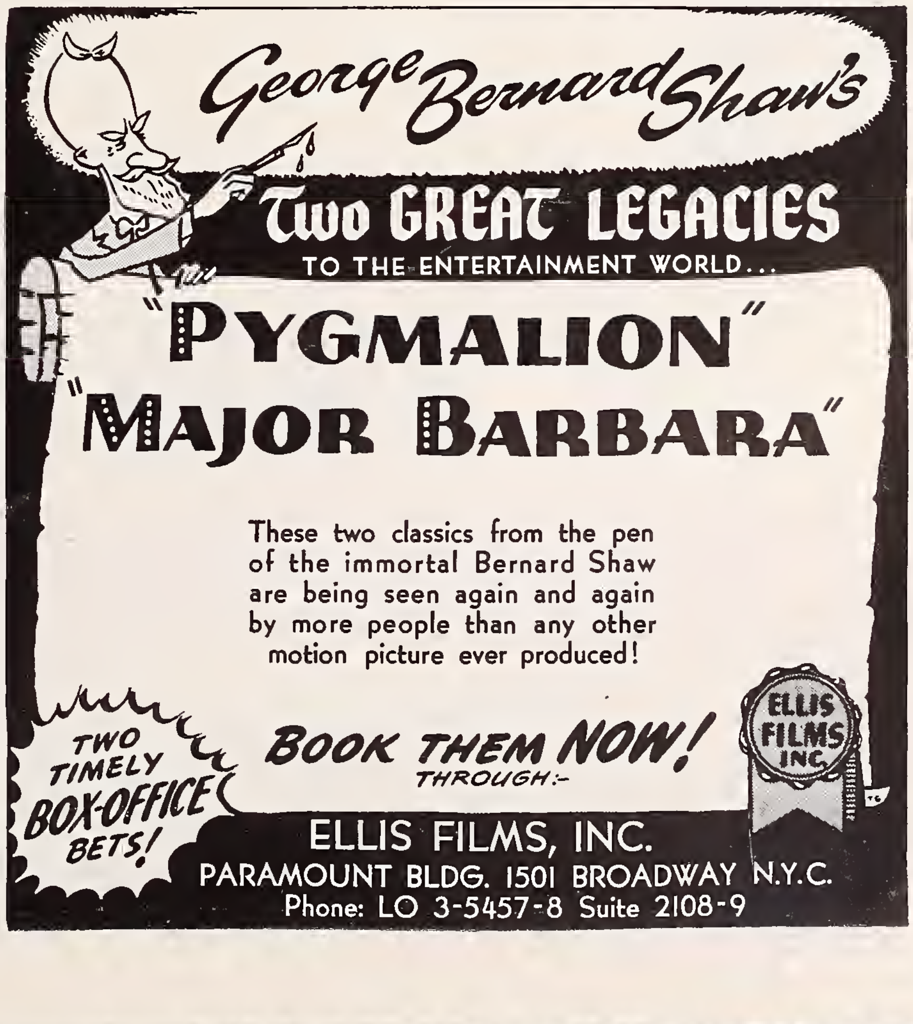

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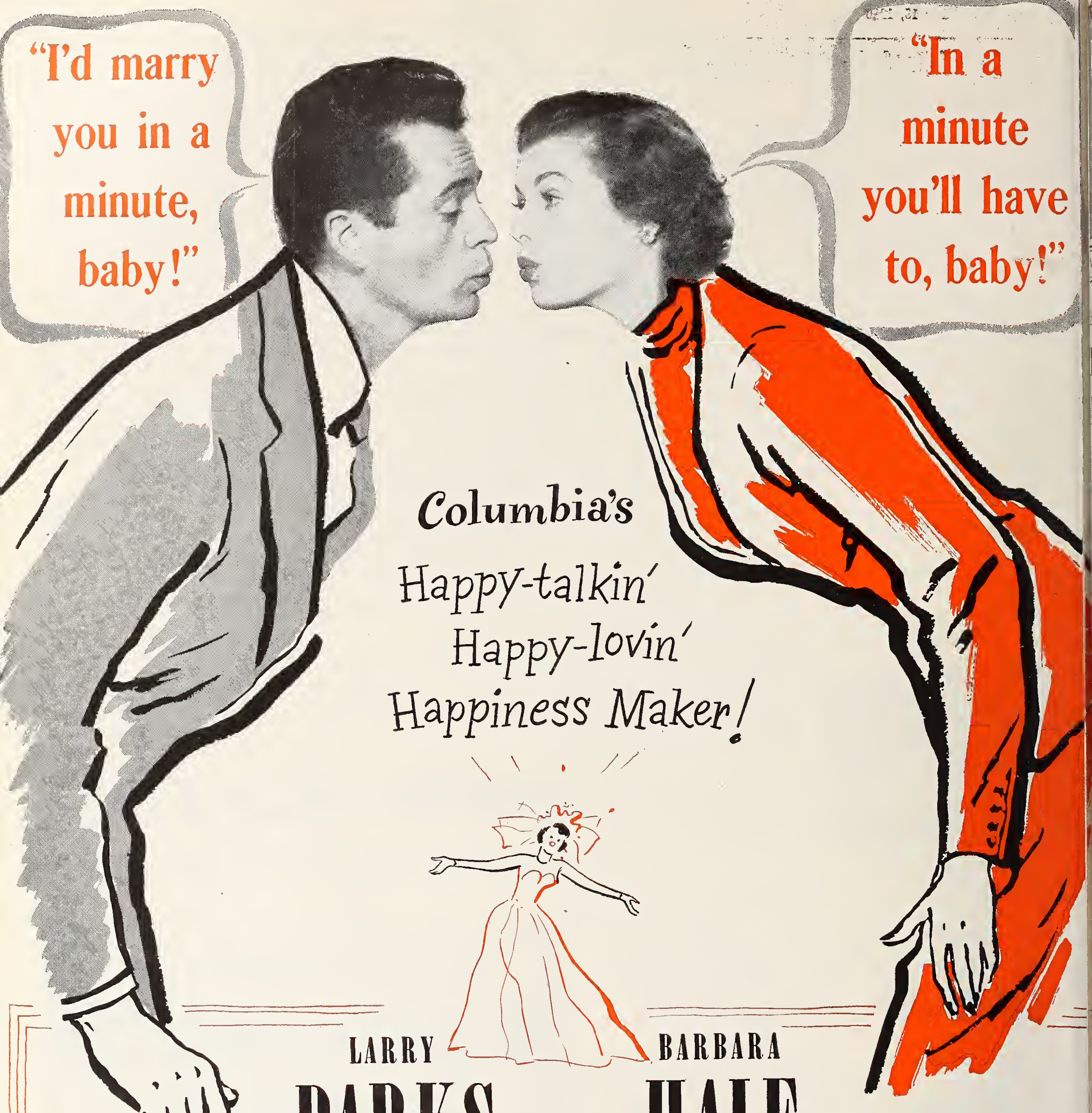
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VOL. 68 NO. 95 NEW YORK, U. S. A., THURSDAY, NOVEMBER 16, 1950 TEN CENTS

Allied Charts Fight Against Bidding Today

Meeting Here Today Will Consider New Strategy

Allied States Association's committee on competitive bidding will meet here today and tomorrow to map plans for implementing Allied's war on competitive bidding. No meetings with distributors are expected at this time but instead new methods of tackling the problem, including soliciting the aid of the Department of Justice, will be discussed.

On hand for the meetings will be Abram F. Myers, general counsel, H. A. Cole, Dallas; Jack Kirsch, Chicago; Nathan Yamins, Boston; Sidney Samuelson, Philadelphia, and Ray Branch of Hastings, Mich.

The unit was set up at the Allied Board meeting in Pittsburgh, with members specifically charged to aid Myers in efforts to halt or curtail competitive bidding practices as initiated by the New York Statutory Court decree.

Allied's fire has been drawn espe-

(*Continued on page 2*)

Court's Temporary Order Blocks CBS Color Television

CHICAGO, Nov. 15.—A temporary restraining order blocking the beginning of Columbia Broadcasting color television was ruled this afternoon in Federal Court by Judges Sullivan, Labuy and Major.

The order will remain in effect un-

(*Continued on page 2*)

Allied Unit Warns RKO Denver Office

DENVER, Nov. 15.—Allied Rocky Mountain Independent Theatres' directors, meeting here, declared today that it has been brought to their attention that the Denver RKO exchange is forcing films, and if the practice is not stopped, the group threatened to take the matter to the RKO general sales manager as well as to the Justice Department.

Directors approved the aims of COMPO and urged exhibitors to support it. The next meeting is slated for March 14.

NPA Again Changes Orders On New Theatre Building

WASHINGTON, Nov. 15.—The National Production Authority said here today that theatre owners planning to replace a theatre destroyed by fire, disaster or other Act of God before July 29, 1950, must obtain permission from the government.

This was one of the points in a statement issued by the agency to clarify its original building ban order. The statement changed the original order in several points.

The original order said simply that

(*Continued on page 4*)

All-out Allocation Seen by Next July

WASHINGTON, Nov. 15.—Complete government allocation of all key materials will probably be in effect by next July, according to Manny Fleischmann, general counsel of the National Production Authority.

This plan, similar to that in effect during World War II, will mean that the government will say exactly what

(*Continued on page 2*)

'Pioneer of the Year' Award Will Be Given to Spyros Skouras Tonight

The mid-century dinner of the Motion Picture Pioneers, at which Spyros P. Skouras, president of 20 Century-Fox, will be honored as the "Pioneer of the Year," will be held here tonight at the Waldorf-Astoria.

Skouras, who will receive the Pioneers' award for outstanding achievement in his field, was selected by a unanimous vote of the MPP's board of directors, which is composed of the heads of the film companies. Other award winners include Cecil B. De Mille, Adolph Zukor and Gus S. Eyssell, president and managing director of Radio City Music Hall.

Scheduled to speak at the dinner, which marks the Pioneers' 11th annual affair, are Eric Johnston, president of the Motion Picture Association, and Jack Cohn, founder and president of the Pioneers.

Among the guests invited are Bernard Baruch, David Sarnoff, Greek Am-

(*Continued on page 2*)

U.S. Admits That Slump in Film Industry Started in '47

WASHINGTON, Nov. 15.—Some figures presented to the House Ways and Means Committee today by Secretary of the Treasury Snyder graphically showed the wartime prosperity and the 1947 slump of the motion picture industry as compared with other industries.

Snyder said that while corporate net income before taxes increased from 1946 through 1949, film industry profits started falling off after 1946.

The Secretary was presenting figures showing the rates of return on net worth before taxes and after taxes by industrial groups, for selected years from 1936 to 1947.

In 1944, according to the figures, of 42 different groups, the motion picture industry had the 13th highest return on net worth before taxes. In 1946

(*Continued on page 2*)

TOA Undecided on Profit Tax Stand

WASHINGTON, Nov. 15.—Theatre Owners of America president Gael Sullivan conferred here late today with A. Julian Brylawski, TOA's legislative committee chairman, to determine whether the organization should have a representative testify at the House Ways and Means Committee hearings on an excess profits tax bill which are underway in Washington. Sullivan came here directly from St. Louis, where he attended a meeting of the Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

It is expected that Brylawski will be in attendance at the hearing when

(*Continued on page 2*)

Advance Three Projects for Compo Action

Offer National Contest Festival, Exposition

Three major projects, designed to improve the status of the American box-office, were approved by the program and planning committees of the Council of Motion Picture Organizations yesterday and are slated to come before COMPO's executive committee today for action. The projects were:

1.—A nation-wide "Starmakers" contest conducted through theatres to the public.

2.—A nation-wide "Film Festival," backed by national advertising and exploitation, in which the production talents of Hollywood will combine to offer audiences the best product their ingenuity can muster.

3.—A Motion Picture Exposition, suggested first for New York around Labor Day, and duplicated in approximately 20 key cities on a staggered schedule, provided the local industry in these major centers look with favor

(*Continued on page 4*)

ITOO Will Discuss Ad Problems Here; Smith Is Reelected

CINCINNATI, Nov. 15.—Martin Smith today was reelected to another term as president of the Independent Theatre Owners of Ohio.

Two film clinics at today's meeting of the organization combined and agreed that conventional theatres have

(*Continued on page 4*)

T.O. of Washington Reelects Brylawski

WASHINGTON, Nov. 15.—A. Julian Brylawski was elected president of the Theatre Owners of Metropolitan Washington for the 28th consecutive term today, certainly a local if not national record.

All other officers were reelected at a luncheon meeting, which also featured a report from Sidney Lust on the Houston meeting of the Theatre Owners of America. Fred Kogod will continue as vice-president, Harry Bachman as secretary, Lloyd Wine-

(*Continued on page 4*)

315 At Testimonial To Wolf, Rembusch

INDIANAPOLIS, Nov. 15.—Leaders of the film industry from all parts of the country were among the 315 men and women who attended the testimonial dinner for Marc J. Wolf, chief barker of Variety Clubs International, and Trueman Rembusch, president of Allied States, here last night.

Speakers included Governor Henry F. Schricker of Indiana; Jack Beresin, Philadelphia, first assistant chief barker of Variety International; Abram F. Myers, general counsel of Allied; Marshall Thompson, Robert Young, and Sam Switow, Indiana and Kentucky exhibitor, whose father sold Rembusch's father his first theatre. Col. William McCraw, Dallas, executive director of Variety International, was toastmaster. Thomas McCleaster, chief barker of Indianapolis Variety Club, presided.

Among those who came to pay their compliments to Wolf and Rembusch, both Indianapolis men, were Abe Montague, Columbia general sales manager; A. W. Schwalberg, president of Paramount Film Distributing Corp., and William L. Ainsworth, former president of Allied States.

MPAA Board Review The Situation Abroad

Motion Picture Association of America president Eric A. Johnston returned to New York yesterday from Washington to attend the second successive day of MPAA board conferences. He had gone to Washington Tuesday evening at the conclusion of the first day's meeting at the Association's offices here. Yesterday's conference revolved around developments in Italy, France, Japan and Germany, with action understood to have been limited to an exchange of ideas and opinions.

The MPAA president will remain in New York until after the Picture Pioneers dinner, which he will attend, at the Waldorf-Astoria this evening.

CBS Color TV

(*Continued from page* 1)

til the Judges reach a decision, which will be "as soon as possible."

Speaking for the three judges, Judge Major said it would be "unthinkable" to make a decision today because the questions were so great and the arguments presented by both sides required such careful study before arriving at any decision.

RCA and NBC have asked for an interlocking injunction, and the Federal Communications Commission, CBS, and the government have requested a summary judgment.

TOA Undecided

(*Continued from page* 1)

Motion Picture Association of America president Eric A. Johnston testifies on Friday. Sullivan will be in New York on Friday for the Council of Motion Picture Organizations board meeting.

Personal Mention

LOUIS WEINBERG, Columbia sales executive, is on a tour of company exchanges in the interests of the current "Montague Sweepstakes."

•

CHARLES SCHLAIFER, head of the advertising agency bearing his name, has been designated a member of the National Advisory Mental Health Council of the Public Health Service.

•

DON R. PEARS, managing director and part-owner of the Hollywood Theatre, Buchanan, Mich., has been elected to the Michigan House of Representatives.

•

C. C. MOSKOWITZ, vice-president and treasurer of Loew's, will leave here today for the Coast.

•

NAT LEVY, RKO Radio Eastern sales manager, will be in Buffalo today and tomorrow from New York.

•

BERNARD G. KRANZE, Eagle Lion Classics general sales manager, has left here for Cincinnati.

ROBERT MOCHRIE, RKO sales vice-president, will return here today from St. Louis.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return here today from exhibitor conventions in Indiana and Ohio.

•

DORE SCHARY, M-G-M vice-president in charge of production, plans to arrive here from the Coast on Dec. 23, accompanied by his wife and his executive assistant, WALTER REILLY.

•

ROBERT VOGEL, Loew's International representative at the M-G-M studios, is due here from the Coast on Nov. 25.

•

NORMAN PYLE, M-G-M field press representative at Des Moines and Omaha, has arrived in New York for conferences with DAN S. TERRELL, head of exploitation.

•

M. L. SIMONS, assistant to M-G-M's H. M. RICHEY, has returned here from St. Louis.

Way Clear to Hear Auten-Kerridge Suit

A motion by R. J. Kerridge, New Zealand exhibitor and distributor, to vacate a writ of attachment obtained by Harold Auten, formerly Kerridge's American representative and plaintiff in a suit to recover $706,125 allegedly owed by Kerridge, was denied yesterday by New York Supreme Court Justice William C. Hecht, Jr.

Auten claims in his suit that he represented Kerridge in negotiations with J. Arthur Rank which resulted in the sale, in 1946, to Rank of 50 per cent of the New Zealander's exhibition and distribution holdings. Auten is suing for a 10 per cent commission for his services. As a preliminary to the suit, Auten's attorneys attached Kerridge's funds in the Chase Bank of New York.

Allied Unit Meets

(*Continued from page* 1)

cially by the phrase in the decree which has been used to extend compulsory bidding to independents and non-affiliated circuits. Myers maintains that the decree does not affect all situations but he has been unsuccessful in pressing distributors to seek a clarification. It is in this connection that Allied may seek clarification from the Department of Justice as "the other party" in the decree.

Cinema Prod. Hold Board Meeting Here

A board meeting of Cinema Productions, organization of exhibitors which, in association with Cinerama Corp., has been planning a three-dimensional film production, was held here yesterday.

Decisions regarding the project are due to be taken at two additional board meetings which are scheduled for next week in New York, it was reported following yesterday's meeting by M. A. Lightman, one of the directors.

Yesterday's meeting was attended by Lester Cowan, production chief of Pinanski, Frank Walker, Robert Dowling, Fred J. Schwartz, Kermit Stengel, Sam Rinzler, Harold Stoneman and George Skouras.

Allocations by July

(*Continued from page* 1)

the consumer will get, every pound, ton or what-have-you of each scarce material. It can be expected that "essential" users will take an increasing share of the production of each item. Production of "non-essential" items would have to be cut back, of course.

Fleischmann said he was basing his prediction on the assumption that military expenditures by next summer will have grown to $50 billion or $60 billion.

'Pioneer' Goes to Skouras

(*Continued from page* 1)

bassador Dr. Athanasios G. Politis, His Eminence the Archbishop Michael, head of the Greek Archdiocese of North and South America, former Supreme Court Justice Ferdinand Pecora, and George Jessel, 20th Century-Fox producer, who will be master-of-ceremonies.

Seventy-five new members, a record high for any one year will be inducted at the dinner.

The working committee for the dinner, in addition to Cohn, includes Si Fabian, Harry Takiff, secretary-treasurer of the Pioneers, and Marvin Kirsch, a Pioneer vice-president.

Strike Threat of TV Performers Growing

Television networks may face a strike by its performers today or tomorrow, according to George Heller, executive secretary of Television Authority, which has been negotiating with NBC, CBS, ABC, DuMont and WOR-TV for more than a month for increased salary and a new contract. Negotiations continued until last night.

New York's State Mediation Board has acted to stave off a strike by asking network representatives and Heller to meet at the board's office here this morning.

Negotiations have reached an impasse, according to Heller, and board meetings in New York, Chicago and Los Angeles have voted to authorize a strike.

TVA represents five talent unions in the video field, all are members of the AFL "Four-A's," with a total membership of nearly 25,000. Chief snag in the negotiations appears to be on wages, with the networks reported to be "still far away" from an offer agreeable to the unions. TVA's original demands were for minimums of $70 for a 15-minute program, $85 for a half-hour and $115 for an hour.

A strike would involve TVA only as it represents "live" television talent. Although it is likely that actors who appear in television films would not cross picket lines, films will continue to be shown over television, probably to a greater extent than ever.

'Voice' Will Cover 'Breakthrough' Bow

A worldwide broadcast by the Voice of America will highlight tonight's special premiere here of Warner Brothers' "Breakthrough" at the Strand Theatre, where Voice of America broadcaster, Paul Deac, will interview prominent guests in the lobby.

The premiere guest list includes Mrs. Perle Mesta, Mayor Impellitteri, ranking Army. Navy and Air Force officers, and Suzanne Dalbert, lovely French actress who appears in the film with David Brian, John Agar and Frank Lovejoy.

U.S. Admits Slump

(*Continued from page* 1)

it had the fourth highest return. But in 1947, it was down to 20th place on the list of 42.

The same picture held for the return on net worth after taxes. In 1944, the film industry was fifth on the list. In 1946, it was third. In 1947, it was 14th.

The Treasury figures show that in 1940 the film industry had a return on net worth before taxes of 11.9 per cent, compared with a 9.5 per cent average for all industrial groups. In 1944, the film industry had 29.0 per cent, against an all-industry average of 18.5 per cent. In 1946, it was 32.0 per cent against 18.0 per cent. In 1947, the gap was closing with 25.1 per cent for the film industry against 19.3 per cent for all other varied industries.

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NPA Changes Orders

(*Continued from page* 1)

exhibitors could—without going to the government for permission—replace theatres destroyed by disaster or an Act of God. It had no cut-off date, and NPA officials soon found themselves wondering whether a theatre owner could now build to replace a structure burned down years ago. Hence today's clarification. From now on, building to replace a structure destroyed before July 29 must get government permission. Building to replace a structure destroyed after that date can be carried on without government approval.

NPA officials said there was still no time limit on how soon an exhibitor would have to start building to replace a theatre destroyed after July 29. That limit might come later, they said.

Another change made it clear that the building ban applied to U. S. territories and Insular Possessions as well as to the Continental U. S.

Frank Heads NPA's Film Equipment Unit

WASHINGTON, Nov. 15.—The appointment of James Frank, Jr., as head of the motion picture equipment section of the film and photographic products division of the National Production Authority was announced here today by Nathan D. Golden, division chief.

Golden said Frank has been associated with the film equipment industry for over 20 years. He was with the RCA Photophone sales division, assistant sales manager of International Projector Corp., and New York branch manager of National Theatre Supply. For many years he was active in the Society of Motion Picture and Television Engineers, having served one time as financial vice-president.

COMPO's Protest Finally Reaches NPA's Desk

WASHINGTON, Nov. 15.—Officials of the National Production Authority who are charged with administering NPA's construction control order said that the protest filed by the Council of Motion Picture Organizations had finally reached their desk and that COMPO was being invited to send representatives to present its views in person.

Chicago Hearing Jan. 2

CHICAGO, Nov. 15.—Oral summations in the hearing brought about by a B. and K. petition to modify the Jackson Park decree will be heard on Jan. 2, 1951, before Federal Judge Michael Igoe. Alfred Teton, B. and K. attorney, will have 20 days to file a memorandum giving his summary of the case, and Tom McConnell, Jackson Park attorney, will have 20 days in which to answer the memorandum.

Reelects Brylawski

(*Continued from page* 1)

land as treasurer, Lust as TOA director, and Annette Umansky as recording secretary.

CORRECTION

Trade showings of RKO-Radio Pictures, Inc., for "EXPERIMENT ALCATRAZ" on Nov. 21, at 2:30 P. M., and "RIO GRANDE PATROL" on Nov. 17, at 12:00 noon, will be held at the RKO Screening Room at 630 Ninth Ave., New York.

Offer Three COMPO Projects

(*Continued from page* 1)

upon the plan and agree to participate on a financing basis to be worked out.

These recommendations were made at an all-day meeting at which Nathan Yamins of Boston presided. Empowered only to draw up plans for consideration of the executive committee which enters upon the first of a two-day meeting at the Hotel Astor this morning, the committee terminated its assignment for the time being. The executive committee may accept, adapt, reject or table as it sees fit.

The "Starmaker" contest, in essence, is the plan first broached some weeks ago by Leonard H. Goldenson, president of United Paramount Theatres. Whipped into visual presentation, its essentials were explained by Monroe Greenthal, head of the advertising agency bearing his name. This is how it would work:

Studio Participation

Each of eight major Hollywood studios would select three players deemed most promising. Independent producers would be alloted six for an overall total of 30 men and women. A series of six one-reelers, each 10 minutes in length and each comprised of five contestants, would be released on a basis not defined to participating theatres. Each theatre will commit itself to play each one-reeler a full week for six consecutive weeks. Prepared ballots, each covering the contestants appearing in each reel, will be handed out every time a ticket is sold. There also will be allowance for a write-in vote on each ballot. The number of ballots will be limited only by the number of tickets sold so that it will be possible for one member of the public to vote as many times as he buys a ticket, no matter what theatre he may patronize.

Tally Ballots

The ballots will be tallied and, at the conclusion of the national runs of each of the six one-reelers, the winners of each reel will be reassembled in a seventh reel for a final run-off. Thus, the plan provides for six winners who will be announced according to their final standings. A dinner, likened yesterday to the Academy Awards banquet, will be held in Hollywood when appropriate statuettes will be presented. If COMPO's executive committee goes for the plan, a committee to supervise the contest and to work out details, will be placed in charge.

Greenthal estimated minimum cost of this promotion will total $500,150. This includes $145,800 for 9,000 prints, or at the rate of 1,500 prints per release, and a national advertising campaign estimated to cost $240,000. While he appeared loathe to estimate the number of ballots the public will cast, he anticipated around 50,000,000 as a rock-bottom estimate. The project was regarded by the committee weighing it as a potent method of attracting attention to motion pictures at large and as a method of developing future stars.

Max Youngstein, director of advertising and publicity for Paramount, offered the "Film Festival" plan as a means of coordinating what he described as the widespread, but "buckshot," activities of theatremen throughout America, into a single plan geared to industry-wide benefit. He recommended a coordinated program of releases from all distributors to be compressed into a single calendar period, whether 30, 60 or more days to be supported by national advertising.

Attractions released during the Festival period, he suggested, should be varied and represent the best that each distributor has to offer. Avoidance of program typing, such as a group of Westerns or any other single kind of attraction, is required, he continued.

It was Fred J. Schwartz of Century Theatres who reported on the project for a Motion Picture Exposition. He estimated the cost of launching such a project, first at Grand Central Palace in New York, at $325,000. But his estimate sheet included a potential revenue of $204,000 from admissions sold to the public at 60 cents per adult ticket and 40 cents per children's ticket. Concessionaires and booth displays. roaming from popcorn manufacturers to vending machines and theatre equipment manufacturers as well as clothes designers and shoe and cosmetic manufacturers, were good for substantial sums, he added. According to his estimate, the project on a nine-day run, might return a net of $225,000 to COMPO or, on a more conservative basis, a net of $91,000.

Hollywood Stars

The show itself would include a parade of Hollywood stars, appearing in rotating order; a cross-section of a modern theatre with discussions on how it operates; a "live" sound stage and screenings of an historical film tracing the growth of the industry from its earliest days. However, he stated his cost estimate did not embrace these items so that his forecast on net admittedly became difficult to evaluate.

The committee asked, and it was agreed, that Greenthal, Youngstein and Schwartz will outline the projects which each championed when COMPO's executive committee meets today.

Harry C. Arthur's plan for a "live talent" quest was discussed and tabled.

Legislative Committee

Earlier approved, the Yamins committee also recommended that a permanent legislative committee be appointed by the executive committee. Such committee will function on a national level and enter the local level only when requested.

It was determined to abandon a project to include COMPO literature in financial stuffers sent to film company stockholders on the ground this might conflict with individual company policy; that it would prove too costly. It was decided to enlist the cooperation of each company however, on a voluntary basis. Ray Bell, chairman of a subcommittee charged with this matter, made the report and recommended the above action.

The possibility of adding "newsettes" on the tag end of newsreels was tabled for possible future determination. Art Arthur of the Motion Picture Industry Council, substituting for Allen Rivkin, rendered the report on this subject.

It was recommend, too, that the fan magazines, as a group, be invited to join COMPO as associate industry members. If they accept, it was felt editorial cooperation along lines reflecting the best interests of the industry might follow. This determination came on the heels of a report made by John Joseph of M-G-M.

William C. Allen, Allied alternate for Martin G. Smith, reported on current literature which might be circulated nationally as an assist to COMPO's purposes. One was the "Green Sheet," issued by the Motion Picture Association, which synopsizes films and rates their acceptability through the eyes of women's clubs. Another was the modernized booklet on juvenile delinquency. Originally prepared by MPAA, it was released recently in revised form by COMPO. Third recommendation was the Children's Library features endorsed by MPAS for children's shows. There developed criticism over lack of prints, several reporting their embarrassment in announcing such shows only to find prints were not available. Arthur L. Mayers executive vice-president of COMPO, was directed to discuss this situation with MPAA officials.

Theatre Directory

It was recommended, finally, that a committee, composed of one representative of each of the five exhibitor association members of COMPO, re-evaluate the recently-discarded project of a theatre directory. If this committee can agree on content, a theatre directory will be recommended.

Committee members and others in attendance included Marvin L. Faris, SIMPP; Charles Smakwitz, International Variety Clubs; Oscar Doob, MMPTA; Max Cohen ITO of New York; Sterling Silliphant, alternate for Charles Einfeld; Norman Siegel, guest observer for the west coast advertising and publicity committee; Rotus Harvey, PCCITO; Arthur Schmidt; Chester Bahn, The *Film Daily;* Herb Golden, *Variety*; Red Kann, Quigley Publications, and Robert Coyne, Charles E. McCarthy and Dick Pitts, the latter members of COMPO's executive staff.

ITOO Will Discuss

(*Continued from page* 1)

the same problems as drive-ins. Smith was instructed to discuss the advertising problems of conventional theatres with distribution advertising heads in New York and report back to the organization.

Elected to office with Smith were F. W. Huss, Jr., first vice-president; E. Greenberger, second vice-president; Leo Kessel, treasurer.

Shane's Address

Sam Shane of 20th-Fox declared in an address before the meeting that exhibitors are not spending enough in advertising compared with other industries. A. Montague of Columbia told the meeting his company will cooperate with any theatre in the promotion of "711 Ocean Drive" over television. A. F. Myers, Allied general counsel, told the group the Allied competitive bidding committee will meet in New York tomorrow for the purpose of making important decisions. Other speakers included Allied president Trueman Rembusch; Leon Bamberger, RKO Radio; W. C. Gehring, 20th-Fox, and A. W. Schwalberg, Paramount.

Twentieth Century-Fox will move much slower in "playing off" its feature product after January, W. C. Gehring, 20th-Fox assistant general sales manager, told the convention.

Gehring said that the smaller independent exhibitor will profit by this policy, as we are going to make certain that those pictures are recognized and known by your patrons before your playdate.

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Free Blocked Funds from Tax: MPAA

Johnston Gives Views At Profit Tax Hearing

Washington, Nov. 16.—Blocked funds earned in years prior to the first excess profits tax year should not be subject to an excess profits tax when they are later converted into dollars, Eric Johnston, president of the Motion Picture Association of America, is scheduled to tell the House Ways and Means Committee this morning.

Johnston terms the problem of frozen funds "an outstanding point that concerns the MPAA vitally in the drafting of excess profits tax legislation."

MPAA member companies have millions of dollars in blocked funds, all earned since the war, Johnston

(*Continued on page 4*)

Paramount Profit For 3rd Quarter Was $1,745,000

Paramount Pictures Corp. estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended Sept. 30 at $1,745,000 after provision for income taxes. These earnings do not include $298,000 representing Paramount's net interest in the combined undistributed earnings for the quarter of partially owned non-consoli-

(*Continued on page 4*)

Carton Barron, 46 Dies in Washington

Washington, Nov. 16.—Carter Barron, 46, Loew's Eastern division manager and Washington studio representative for Metro-Goldwyn-Mayer, died at his home here today. He had been ill, intermittently, for the past year.

He was born in Clarksville, Ga., and was graduated from Georgia Tech, where he and his brother, "Red" Barron, became nationally famous as gridiron stars. He entered the motion picture industry in 1927 as manager of the Fairfax Theatre, Atlanta, and, subsequently, managed the Capitol,

(*Continued on page 4*)

Excess Profits Tax on TV Stations Would Be Extremely Hard, Says NAB

Washington, Nov. 16.—The problem of applying an excess profits tax to television stations "is perhaps as serious and extreme as any that you will consider," the National Association of Broadcasters told the House Ways and Means Committee today.

Ralph W. Hardy, NAB's director of government relations, pointed out that TV stations during the base period suggested by the Treasury were frequently "matching experience to see who could claim the distinction of losing money at the greatest rate," with staggering operating losses which were carried either by siphoning off earnings from AM-FM broadcasting or by heavy investments of risk capital.

400 at Pioneers' Dinner in Tribute To Spyros Skouras

Spyros P. Skouras, president of 20th Century-Fox, was honored last night as the "Pioneer of the Year," by more than 400 members of the Motion Picture Pioneers at their mid-century dinner at the Hotel Waldorf-Astoria here.

Skouras was presented with a bronze plaque inscribed to "an adopted son who taught the native born to prize Americanism; a fighter for freedom filled with unceasing zeal for our way of life, a dedicated leader to the proposition that the screen is the unfettered servant of mankind."

Among the speakers at the dinner were Eric Johnston, president of the Motion Picture Association of America, and Jack Cohn, founder and president of the Pioneers. George Jessel was master-of-ceremonies. More than

(*Continued on page 3*)

SWG Leans Toward Strike Action; Tunberg Elected

Hollywood, Nov. 16.—The Screen Writers Guild membership last night unanimously adopted a resolution authorizing the Guild directorate to call a special membership meeting within two weeks to consider a strike vote against the studios.

The action followed a detailed report by retiring SWG president Valentine Davies on contract negotiations with producers, which he said have broken down on three major points.

New officers elected by the SWG are: Karl Tunberg, president; Edmund L. Hartman and Leonard Spigelgass, vice-presidents; Davies, treasurer, and George Oppenheimer, secretary.

Negotiations have been in progress, formally and informally, since the ex-

(*Continued on page 3*)

Allied Parley Is Drafting Methods to Curtail Bidding

Allied States' committee on competitive bidding convened here late yesterday afternoon and settled down to hammering out new proposals to be presented to distributors and, if the need arises, to the Department of Justice.

The present sessions, which will continue today, will be confined to policy talks by the committee members and no conferences with distributor representatives are planned at this time, it is understood.

On hand at the Warwick Hotel were Abram F. Myers, general counsel; H. A. Cole, Dallas; Nathan Yamins, Boston; Sidney Samuelson, Philadelphia, and Ray Branch, Hastings, Mich. Only absentee was Jack Kirsch of Chicago, who has suffered

(*Continued on page 2*)

Army Quick - Steps To 'Breakthrough'

An audience of military "brass," government officials, society leaders, veterans of Korea and Normandy and publishing, radio and film industry representatives last night filled the Strand Theatre here to pay tribute to the men of the First Division of the Army at a special premiere of Warner's "Breakthrough."

Mrs. Perle Mesta, U. S. Minister to Luxemburg, was a guest of honor with officers and men of the First Division. The three generals who were with the Division at Normandy, Lt. Gen. Clarence R. Huebner, then Division Commanding General; Maj. Gen. Willard G. Wyman, who was Deputy

(*Continued on page 3*)

Compo Board Sets New Dues Billing Plan

Approves Program for Contest and Festival

The executive board of the Council of Motion Picture Organizations, meeting at the Hotel Astor here yesterday, took positive action on two proposals designed to improve industry public relations, and established new mechanics for collecting exhibitor payments to finance the all-industry organization.

Following a report by Robert J. O'Donnell, COMPO treasurer, which showed that the method of billing exhibitors on a monthly current basis was proving impractical, the board agreed that the initial billing system should be on the basis of one-tenth of one per cent of individual exhibitor's films

(*Continued on page 4*)

Compo Board Meet To End With TOA Dispute Unsettled

The dispute between the Theatre Owners of America and the Council of Motion Picture Organizations, regarding TOA's demand for increased representation in the membership of COMPO's executive board, will remain unresolved tonight, at the termination of COMPO's two-day executive board meeting here at the Hotel Astor.

(*Continued on page 3*)

Compo Should Give Tax Stand: Myers

The film industry's position on the impending excess profits legislation could well be presented by the Council of Motion Picture Organizations, Abram F. Myers, Allied States general counsel, said here yesterday. He cited the hearings in Washington as a situation which "naturally falls within the purview" of COMPO.

Myers made this observation when queried whether Allied intends to appear before either Senate or House groups holding hearings on an excess profits levy. He said no final decision had been made on the matter.

(*Continued on page 2*)

Personal Mention

MURRAY SILVERSTONE, president of 20th Century-Fox International, will arrive here from Europe Tuesday on the *S.S. Queen Elizabeth.*

•

Ray Heindorf, head musical director at Warner's studio, has arrived here from the Coast.

•

Eric A. Johnston, Motion Picture Association of America president, will leave here for Hollywood tomorrow.

•

Gloria Swanson will return to New York from Europe on Sunday aboard the *S.S. America.*

•

Alberto Baldecchi, writer and producer, will arrive here today from Hollywood.

•

Norman Siegel, Paramount studio publicity head, will leave here for the Coast tomorrow.

Services Tomorrow For Andrew Sharick

Services will be held tomorrow at the White Funeral Home in Bethpage, L. I., for Andrew J. Sharick, 61, Universal Pictures studio sales contact in New York. He died suddenly of a heart attack at his home in Bethpage on Wednesday.

Sharick, a veteran of 28 years with Universal, joined the company in Buffalo in 1922. In 1932 he went to the Universal home office as special exploitation representative and in 1934 he was promoted to the post which he held at the time of his death.

He is survived by the widow, Helen; a daughter, Mrs. Elizabeth Tipton; two sons, Richard and David, and two grandchildren.

Myers on Tax Stand

(*Continued from page* 1)

The crucial question for the industry as a whole, Myers said, is the period to be used in computing excess profits. The industry, through COMPO, could present a united front at the hearings, he said.

Allied Parley Here

(*Continued from page* 1)

a badly burned hand and was ordered to remain home by his doctor.

Trueman Rembusch, national Allied president, is in New York from Indianapolis to attend the Council of Motion Picture Organizations executive committee meeting, and thus is available for consultation with the committee.

Set up by the Allied executive board at its meeting in Pittsburgh, the group is empowered to devise methods of curtailing competitive bidding as practiced under the New York Statutory Court decree.

Marshall Grateful For Films' RC Aid

Warm thanks to the motion picture industry for its offer to help the Red Cross in its 1951 fund-raising campaign have been expressed by Gen. George C. Marshall, national Red Cross president, in a telegram to Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

Mayer had advised the Red Cross that Nicholas M. Schenck, president of M-G-M, had agreed to make a trailer for the campaign and that the industry stood ready to help the drive as much as possible in other ways.

Five Circuits Unite To Launch 'Eve'

Showmanship efforts designed to offset the inroads of competitive entertainment media, will unite five circuits here next week in a drive to launch Darryl F. Zanuck's "All About Eve" for Thanksgiving.

RKO, Skouras, Century, Randforce and Joelson circuits will start campaigns for the 100-theatre day-and-date engagement with a special three-quarter page ad in all of New York dailies. The ad will list every theatre to play the picture and serve as the kick-off gun for the holiday drive.

The campaign is designed to fight heavy TV advertising and competitive holiday attractions in other media. It is understood that similar cooperative campaigns will be waged on other attractions. The circuits will also advertise their holiday attraction on all major networks and TV outlets in the city.

On the screens of the theatres, a special newsreel trailer on the highlights of the Hollywood premiere of "All About Eve" will serve as advance ammunition for the opening here.

ITOA Wants All Product in Color

The New York Independent Theatre Owners Association, at a full membership meeting, passed a resolution calling on producers to make all future product in color, giving these reasons: A growing demand by the public for entertainment in color; the public has become extremely color-conscious by virtue of current events in the color TV field; because of an increased use of color in films, and also because color enhances the box-office stature of features.

Gets G. B. Shaw Reel

Canton-Weiner Films has acquired American and Canadian distribution rights to a one-reel subject on George Bernard Shaw, "More About Me." The studio-made film was written, directed and produced by Shaw. The film is owned by Michael Mindland, Jr.

Production Code Wins L. of D. Praise

Washington, Nov. 16.—The self-regulation of the American motion picture industry was strongly praised today in the annual report of the National Legion of Decency.

The report was given to the Conference of U. S. Bishops by the Most Reverend William A. Scully, chairman of the Bishop's Committee on Motion Pictures, which oversees the Legion's work.

The report noted that 53 per cent of the foreign features reviewed by the Legion was classified as objectionable wholly or in part, compared with only 20 per cent of the U. S. features. It added that the difference could be traced directly to the U. S. industry's Production Code Administration.

The PCA, the Legion found, "is a democratic, self-regulatory system which in no way hampers the legitimate artistic freedom of writers and producers." At the same time, it declared, it does safeguard the moral quality of films seen by millions of Americans.

Despite the position of American films as against foreign films, the Legion noted the growing number of both American and foreign films that it found morally objectionable in part. It said that of 459 foreign and domestic features reviewed during the past year, 22 per cent were objectionable in part—the highest total in the Legion's 14 years of reviewing. There was a corresponding decrease in the number of films suitable for family viewing, the Legion observed. It admitted that the degree of offensiveness of the partly objectionable films was "somewhat less than in former years."

The Legion said that of the 459 films, 179 or 39 per cent were morally unobjectionable for all viewers, 169 or 37 per cent were morally objectionable for adults, and eight films or two per cent were condemned.

Repeat Ad Campaign Set for 'Samson'

Cecil B. DeMille's "Samson and Delilah" has been slated by Paramount for a second, full-scale national advertising and promotion campaign which will equal in terms of budget and effort the campaign which accompanied the picture's pre-release engagements a year ago, according to Max E. Youngstein, Paramount advertising-publicity vice-president.

Youngstein said yesterday the coming campaign "is designed specifically for the needs of the exhibitors."

Providence College Cites Gael Sullivan

Gael Sullivan, executive director of the Theatre Owners of America, was honor guest at the annual dinner of the Providence College Club of New York at the St. George Hotel in Brooklyn last night.

He was named "Man-of-the-Year" and presented with the club's Veritas Award for "outstanding contributions to the American public."

NEWS in Brief . . .

AS part of the national press magazine and radio campaign which Universal-International has launched on "Harvey," starring Jimmy Stewart, the company will hold a series of special screenings of the film for the publishers and editorial staffs of New York daily newspapers and for other groups whose activities bring them in contact with large segments of the public, including women's clubs, theatrical groups, cab drivers, department store clerks, airline hostesses and others.

•

London, Nov. 16.—Three current features are affected by the Cinematograph Exhibitors Association general council's reaffirmation of its 1948 ban on pictures with which Ben Hecht was associated. They are 20th Century-Fox's "Where the Sidewalk Ends" and "Whirlpool" and "Love Happy," distributed here by William Gell's Monarch Films.

•

Hollywood, Nov. 16. — Raoul Walsh, who has been directing Warner Brothers films for 16 years, has been signed to a new contract by Jack L. Warner, executive producer.

Walsh will begin his new contract directing "The Fighting Marine," the story of Marine hero of World War II, Major Peter Ortiz.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

RAY MILLAND · HEDY LAMARR · MACDONALD CAREY
MONA FREEMAN · HARRY CAREY, JR.
Copper Canyon
Color by TECHNICOLOR
A Paramount Picture
IN PERSON DICK CONTINO DAVE BARRY THE VANDERBILT BOYS BILL SNYDER AND HIS ORCHESTRA EXTRA MISS PATTI PAGE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

all about eve 20th Century-Fox
BETTE DAVIS · ANNE BAXTER · GEORGE SANDERS · CELESTE HOLM
ROXY 7th Ave. & 50th St.
plus STAGE SHOW!
CONTINUOUS PERFORMANCES

B'WAY & 45th ST. Astor DOORS OPEN 9:30 A.M.
AMERICAN GUERRILLA IN THE PHILIPPINES 20th Century-Fox
Tyrone POWER Micheline PRELLE
Technicolor

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New Talks Stall TVA Strike Move

Resumption of negotiations between the networks and Television Authority yesterday seemed to have allayed, temporarily at least, the possibility of a walkout by television talent unions. When negotiations broke down on Tuesday the TVA board authorized a strike, but delayed action when representatives of NBC, CBS, ABC, DuMont [illegible] WOR-TV met again with TV[illegible]epresentatives.

Though George Heller, TVA executive secretary, declined comment, it was understood that wage agreements affecting actors had been reached but that the negotiators were still apart on a host of subsidiary questions.

FCC Expects to Win In Color TV Battle

WASHINGTON, Nov. 16.—The Federal Communications Commission said it believed its order approving CBS color telecasting would eventually be fully sustained by the Chicago court.

The three-judge court has issued a restraining order temporarily preventing CBS from starting color broadcasting.

'Breakthrough'

(*Continued from page* 1)

Commander at Normandy; and Maj. Gen. Clift Andrus, Normandy Artillery Commander, headed a group of 600 First Division veterans at the Strand.

There was a display of anti-tank weapons, and a presentation by General Huebner of a plaque awarded by the Society of the First Division to Harry M., Jack L. and Albert Warner.

Tribute to Skouras

(*Continued from page* 1)

100 new members were inducted by Ferdinand Pecora.

In accepting the award from his brothers, Charles and George, Skouras declared he was "overwhelmed" by the honor, and expressed gratitude to his associates.

"In our hands," Skouras said, "we of the motion picture industry have an instrument which is more powerful than the atom bomb. It can mold the minds of people to loftier thinking."

"To fill the historic role that lies before us in bringing better understanding to the world, we must first of all preserve the industry we have built. We must fight to keep it sound and prosperous, not for our sakes alone, but in the name of humanity."

Johnston, in his talk, paid tribute to Skouras, the Picture Pioneers, and the industry. He called the American film the "best-welcomed product on America's long list of exports."

Addresses were also made by Bernard Baruch, Herbert Bayard Swope, and Greek Ambassador Athanasios G. Politis.

Others invited to the dais were: Si Fabian, Bernard Baruch, Herbert B. Swope, Barney Balaban, Ned E. Depinet, Al Lichtman, Gus Eyssell, R. J. O'Donnell, Adolph Zukor, Jack Alicoate, Albert Warner, Sam Pinanski, Abel Green, Johnny O'Connor, Ted Gamble, Joe Vogel, Herman Robbins, Harry Brandt, Sam Rinzler, Sam Dembow, Ambassador Athanasios G. Politis, Archbishop Michael and Monsignor Giblin.

Review

"Born Yesterday"

(*Columbia*)

FIRST-CLASS comedies are hard to come by. Any producer will go along with this and practically any exhibitor will back him up. However, the happy word today is that Columbia has one in "Born Yesterday."

This, of course, is the film version of Garson Kanin's highly successful stage play about an unscrupulous junk dealer with dreams of world empire in his self-elected line of endeavor and the incredibly dumb dame who gets wise to herself and some of the political and social facts of life and fixes him—but good.

Like its stage counterpart, the film is almost entirely a one-performance enterprise. Judy Holliday, as the girl, is practically the show. As the dizzy blonde, as quiet in appearance as a brightly blazing neon sign, she certainly is as effective and as funny in the film as she was in the stage version. Broderick Crawford is the blustering tycoon in junk who thinks smart, but shady, legal mouthpieces and price-tagged congressmen can push through any legislation favorable to his business. This is all O.K. with Miss Holliday until Crawford makes his fatal mistake.

The mistake is to hire William Holden, literate, politically progressive newspaper man who thinks democracy is so worthwhile and so workable that it demands exposing its defamers and scoffers. His job is to teach Judy enough of the social amenities and conversational cliches to make her less objectionable in those Washington waters where Crawford expects to land his fish.

The trouble is Judy gets to like Holden with whom it's ditto. In any event, through a series of very amusing and often hilarious events, Miss Holliday begins to appreciate some of the facts that make up the world beyond minks, ermines and jewelry. She helps Holden to land the pivotal papers on Crawford who tries to buy them back. It's no dice, of course. For the first time this crooked industrial juggernaut is stopped dead in his tracks. He loses his world-wide cartel in junk and his girl.

Miss Holliday is simply wonderful. So much is this the fact that, when the plot does not require her presence—fortunately, not often—the film slows down. Crawford and Holden, as the two other principals, do well but the situation does not allow much chance alongside the fabulous opportunity which is Miss Hollidays'.

Albert Mannheimer's script is a good one and stands valiantly by the flavor and the tempo of the play. George Cukor's direction is intelligent and appreciative of the material. S. Sylvan Simon produced.

Running time 103 minutes. General audience classification. For February release.

RED KANN

Century Patrons Like Telecast Newsreel

Audience reaction to Century Theatres' experimental theatre telecasts of the NBC "Camel News Caravan," initiated last Monday at the circuit's Marine and Queens New York theatres, was characterized as excellent by staff members of the two houses.

The 15-minute program, running from 7:45 to 8:00 P.M., is picked up directly by the theatre's large-screen TV equipment. For the experimental period of two weeks, at least, standard newsreels have been cancelled. Century is polling its patrons on the new feature and reports that the response has been good. Audience interest reportedly was high.

COMPO-TOA Issue

(*Continued from page* 1)

This was disclosed at last night's dinner of the Motion Picture Pioneers at the Hotel Waldorf-Astoria, where Ted R. Gamble, chairman of the TOA committee handling the matter, informed Ned E. Depinet, COMPO president, that his TOA committee will not meet until 6:30 p.m. tonight and if required, his committee will meet again tomorrow to draw up details of TOA's bid for increased representation, contained in a resolution passed at the recent Houston convention. This would put the TOA Gamble committee meeting after the termination of COMPO's executive board meeting, thus leaving the dispute unresolved.

Before these facts were disclosed at the MPP dinner, TOA president Samuel Pinanski and TOA director Robert J. O'Donnell, both of whom were in attendance at yesterday's COMPO board meeting, expressed the "sincere conviction" that the problems created by announcement of the TOA proposal to give "voice" to regional exhibitor organizations affiliated with TOA would be cleared up.

Short Subject

"Schools March On"

(*March of Time—20th-Fox*)

An interesting and informative recapitulation of America's achievements in the sphere of formal education is presented in March of Time's latest subject. However, this is not a film that is satisfied with merely pointing out that the schools of the U. S. are generally of superior caliber. Facing the fact that grade schools in many rural communities are far from adequate in terms of the needs of their pupils, the picture turns its attention to the successful struggle for proper consolidation in which the enlightened citizens of Woodford County, Ill., engaged recently.

For obvious reasons, this subject should go over big with Illinois theatre-goers. But it is important to point out that the vital problems that are analyzed here are, of course, of widespread interest, a fact which should make the picture a welcome addition to theatre programs every where. Running time, 18½ minutes.

SWG Strike Action

(*Continued from page* 1)

piration of the SWG contract in June, 1949, a final meeting with producer representatives having taken place yesterday.

Davies said the impasse had been reached on separation of rights, minimum aggregate compensation for writers, and writers' rights in connection with films turned over to television. Davies indicated the television issue appeared to be the greatest obstacle to negotiations, with producers insisting on postponing a discussion of this angle for two years.

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MPAA-Tax

(*Continued from page* 1)

points out, adding that in almost all countries these funds have already been reduced to a fraction of their original worth through official currency devaluation.

Stressing the aid of American films in exporting the idea of American democracy, Johnston says that for three years in Germany, Austria, Japan and Korea film companies received no dollar returns, not even for the cost of prints and film raw stock.

Johnson's statement also points out that many film companies have been, or will be, compelled to separate their exhibition business from production and distribution. He urged an equitable method in computing excess profits in these situations.

At the outset of his appearance, Johnston is set to state his opposition to the principle of excess profits taxation but, acknowledging the committee's mandate to draft a bill, proceeds to present a memorandum prepared by the MPAA's tax committee.

MPAA Favors

Among points favored by the MPAA unit, assuming a bill will be passed, are the right of the taxpayer to compute the tax on the basis of average earnings or invested capital, that the base period be between 1946 and 1949, allowance of an eight per cent return on invested capital, the inclusion of borrowed capital as well as equity capital in computing earnings, a carry-over period extended to five years, and a more speedy method of hearing applications for relief from the tax.

Scheduled to accompany Johnston to the House Committee hearings were Walter S. Halliday, Warner; William W. Owens, 20th Century-Fox, and Eliot Rosenthal, Loew's. They, with Benjamin Fincke, Paramount; Roy C. Kimmerle, 20th-Fox; Harry Levine, RKO, and Eugene Walsh, Universal, comprise the MPAA tax committee, headed by Halliday.

Paramount Profit

(*Continued from page* 1)

dated subsidiaries, principally Allen B. DuMont Laboratories, Inc.

Earnings for the nine months ended Sept. 30, on the same basis, are estimated at $4,571,000. These do not include $1,127,000 representing Paramount's net interest in the combined undistributed earnings for the nine months of partially owned non-consolidated subsidiaries, likewise principally DuMont Laboratories.

The consolidated estimated earnings of $1,745,000 for the third 1950 quarter represents 67 cents per share on 2,615,619 shares outstanding. Computed on the same basis, the $4,571,000 of estimated earnings for the nine months of 1950 represent $1.75 per share.

UA Opening to Charity

DETROIT, Nov. 16. — All proceeds from tomorrow's opening of the renovated United Artists Theatre, recently purchased by United Artists Theatre Circuit from United Detroit Theatres, will go to the Old Newsboys Goodfellow Fund, William A. Burns, Goodfellow president announced. The opening will feature "The Jackpot." A Goodfellow display will be set up in front of the theatre.

COMPO Board Meeting

(*Continued from page* 1)

rentals for the calendar year 1949.

Under the new system, pledge cards will be printed at once and mailed as soon as possible to exhibitors. The cards will explain the purposes and ideals of COMPO and will ask the agreeing exhibitor to indicate whether he chooses to be billed for a one lump payment of the 1949 one-tenth of one per cent of rentals total, or whether he prefers to pay semi-annually or quarterly during the ensuing year. Hereafter, payments by exhibitors in any one year will be based on the previous year's film rentals.

Financing Arrangements

At today's meeting of the scheduled two-day COMPO board meeting, COMPO president Ned E. Depinet will explain the financing arrangement to distribution sales managers who have been invited to attend, and out of this session it is expected that a new bookkeeping plan for exhibitor collections will evolve. In due course distribution accountants will confer with the sales managers with this end in view.

Distributor contributions to COMPO will, as originally decided, match those paid by exhibitors.

The board adopted both the proposal for a nation-wide "Starmakers" contest conducted through theatres to the public, and one for a nation-wide "Film Festival," backed by national advertising and exploitation, in which the production talents of Hollywood will combine to offer audiences the best product from all companies. In both instances it was voted that individual committees be named to investigate the plans further and report back to the COMPO board with recommendations.

The plans, explained to the board by advertising agency head Monroe E. Greenthal, and Paramount advertising-publicity director Max E. Youngstein, respectively, were approved for submission to the board at Wednesday's meeting here of the COMPO program and planning committee headed by Nathan Yamins. Discussion of the third public relations proposal submitted by Yamins committee, namely, a Motion Picture Exposition suggested for New York around Labor Day, was put over to today's meeting.

To Require Time

It was conceded that the study which will be devoted to the two approved public relations plans will require considerable time and effort on the part of the committees, which will be appointed soon by Depinet.

Possibility of raising funds for the financing of the "Starmakers" contest through charges against rentals was raised by board members Art Arthur and Trueman Rembusch, but decisions in this respect will remain with the study committee.

O'Donnell reported a COMPO treasury deficit of $41,329 now. The breakdown showed that a total of $34,784 was advanced by the Motion Picture Association of America out of the grand total of $40,784 advanced by all of COMPO's constituent member organizations. Allied advanced $2,000 for the work of the taxation and legislation committee which functioned last June under the chairmanship of Abram F. Myers. Advances by Theatre Owners of America, Metropolitan Motion Picture Association, the Pacific Coast Conference of Independent Theatre Owners and the Independent Theatre Owners Association of New York totaled $1,000 each. Cash-on-hand at present amounts to $1,010. Liabilities over assets were listed at $39,462.

Signing of Check

The board approved a modified system for signing of checks in limited amounts so that hereafter check signings by COMPO executive vice-president Arthur L. Mayer, special counsel Robert W. Coyne and an assistant treasurer who Depinet will name to assist O'Donnell, will be valid. Heretofore such checks were signed by Mayer or O'Donnell, plus Depinet and COMPO secretary Francis Harmon.

The board postponed action on a proposal that the Theatre Equipment Supply Manufacturers Association, the Theatre Equipment Dealers Association, fan magazines and independent film companies be admitted to COMPO membership. O'Donnell made the proposal.

Coyne presented to the board plans for conducting research into public attitudes toward the industry and preferences in entertainment, but action was postponed. Such action may be taken at today's meeting.

One of the Coyne proposals was for a survey to be conducted by the University of Michigan at a cost of between $40,000 and $60,000 with the industry to bear $20,000 of the cost. The other was for a "rough-and-ready" poll by exhibitors of their patrons. Mayer, as well as Coyne, outlined the plans for the meeting. General discussion which followed weighed the "pros" and "cons." Some expressed the opinion that the Michigan plan might boomerang to the disadvantage of industry public relations. Others thought otherwise and expressed their views.

Slated for Today

Slated for discussion at today's board meeting, in addition to matters which were put over from yesterday, are plans for industry seminars, the Motion Picture Industry Council plan for production's cooperation with the war effort, COMPO press relations, staff personnel and, possibly, a proposal which was due to be made by Ellis G. Arnall, president of the Society of Independent Motion Producers, for an industry conference with the Federal Trade Commission for the purpose of exploring the advisability of drawing up a code of fair trade practices with FTC participation.

Yesterday's meeting adjourned out of respect to the memory of Carter Barron, Loew's Eastern division manager, and M-G-M Eastern studio liaison, who died yesterday in Washington. A message of condolence from COMPO was wired to Barrons' widow.

All of the original charter members of COMPO were represented at today's meeting, including:

Allied—Trueman Rembusch, Nathan Yamins; ***TOA***—Sam Pinanski, Robert B. Wilby, alternate for Gael Sullivan; ***ITO of New York***—Max Cohen, Harry Brandt; ***MMPTA of New York***—Leo Brecher. Oscar A. Doob; ***PCCITO***—Rotus Harvey, William Graeper; ***MPAA***—William F. Rodgers; ***Variety Clubs***—Robert J. O'Donnell. Marc J. Wolf; ***MPIC***—Art Arthur, Roy Brewer; ***SIMPP***—Ellis Arnall, Marvin Faris; ***Trade Press***—Abel Green, Red Kann, alternate for Martin Quigley.

Present as speakers, observers or guests also were Max E. Youngstein, Monroe Greenthal, Nathan D. Golden, Arthur Schmidt and Francis Harmon, as well COMPO's executive staff composed of Robert Coyne, Dick Pitts and Charles E. McCarthy.

L. B. Mayer Hits 'Message' Product

Hollywood, Nov. 16.—Louis B. Mayer, guest speaker at last night's meeting of the Screen Producers Guild, declared that the making of wholesome entertainment suitable for the family group is the proper function of the film producer. Expressing strong opposition to "message" pictures and other special-purpose films, he said the proper subjects faultily produced are preferrable to the wrong-type subjects expertly turned out.

Carter Barron

(*Continued from page* 1)

Metropolitan and Fox theatres. He joined Loew's in 1929 when they took over the latter theatre. In 1932 he was appointed city manager for Loew's Washington theatres, and in 1934 was named Eastern division manager. In 1942 he became Eastern studio representative for M-G-M in addition to his other duties.

Barron has long been active in civic and national affairs. He was assistant national chief barker of the Variety Clubs of America, headed the Washington theatres' committee for the March of Dimes, and was a member of the board of governors of the District of Columbia Board of Trade.

Surviving are the widow, Velma, one son, Carter, Jr., 17, four brothers and one sister. The remains will repose in Gawler's Funeral Chapel pending services at 2:30 P.M., Saturday, at All Saints Episcopal Church, Chevy Chase, Md.

Johnston Calls Barron 'Most Selfless Man' He Knew

WASHINGTON, Nov. 16.—Motion Picture Association president Eric Johnston said that Carter Barron was "the most selfless man I have ever known."

Johnston stated that it had become a maxim in the Capital to leave to Barron any civic or charitable job that had to be done. "His unselfish efforts beyond calculation enhanced the stature and prestige of our industry in Washington," the MPAA head declared.

Albany Starts Drive

ALBANY, N. Y., Nov. 16.—Pledges of $3,025 were announced at a dinner at the Ten Eyck Hotel for the 8th annual "Denial Week" drive in behalf of Variety's boys club camp. Goal of campaign, Nov. 22-30, is $25,000.

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Top Showmen Rally Here to Boom Business

Informal Meeting Aims To Beat TV Threat

A score of the country's top exhibitors and circuit executives met in private session all day at the Hotel Astor here on Friday in expressed determination to circumvent what is regarded as a deadly threat to theatre grosses posed by television.

Out of the meeting two distinct possibilities may emerge in the immediate future: (1) Action by the Council of Motion Picture Organizations on a blueprint which could be set up by the theatremen, and (2), formation of a strong exhibitor-producer alliance in an all-out fight to keep the motion picture theatre supreme in the field of entertainment.

Friday's informal conclave grew out

(*Continued on page* 5)

Bankers Trust Co., Cinema Prod. Conclude Deal

Cinema Productions, organization of leading exhibitors which, in association with Cinerama Corp., will produce three-dimensional motion pictures for theatres, has concluded a financing deal with Bankers Trust Co., it was reported here at the weekend by Lester Cowan, CP production chief.

The arangement, covering four pictures which will be produced in a single year, includes financial participation by the exhibitor members of the company.

The deal was closed with Alex

(*Continued on page* 4)

Throngs in Tribute To Carter Barron

Washington, Nov. 19.—Film industry, government and civic leaders turned out in throngs yesterday for the funeral of Carter T. Barron, Loew's Eastern district manager and one of Washington's leading citizens.

Among the many tributes received by Barron's family over the weekend was one from President Truman, who said that the Loew's official was one of the ablest men in Washington

(*Continued on page* 4)

COMPO Set to Go; Hopes To Resolve TOA Issue

Approves Five Projects for Industry Protection, Aids to Box Office, Wartime Activity: Waiting to Hear TOA Proposals

The Council of Motion Picture Organizations on Friday was launched on a full-scale, affirmative program of public relations activity, and set its sail without regard for any possible defection among its constituent member organizations. The program clearly suggested that COMPO would proceed with or without Theatre Owners of America in its ranks.

The COMPO board wound up its two-day meeting at the Hotel Astor here following a long and frequently heated discussion of TOA's bid for an increase in board membership to accommodate regional exhibitor association representation and the TOA proposal that COMPO confine its public relations activity to the national level.

The upshot of this discussion was the designation of COMPO president Ned E. Depinet as chairman of a committee to meet with a sub-committee, headed by Ted R. Gamble, which this weekend met and drafted a proposal embodying the demands contained in TOA's convention resolution. Depinet, who was left free to be joined by other COMPO members in his conference with the TOA group, or do so singly, is expected to be in communication with the latter today.

Supplementing the public relations steps taken at its initial session on Thursday, the COMPO board on Friday adopted five additional programs designed to stimulate box-office business, protect the industry's interests in legislative halls and further elevate the motion picture theatre and the industry in general in the eyes of the public.

These additional steps were:

(1) The board approved a revised version of the Motion Picture Indus-

(*Continued on page* 5)

TOA Proposals on COMPO Drafted, Now Go to Depinet

Proposals to revise the Council of Motion Picture Organizations more to the liking of the Theatre Owners of America were drafted by the TOA committee headed by Ted R. Gamble, which met here over the weekend.

Next step is to transmit these proposals to Ned E. Depinet, COMPO president, who will in turn relay them to COMPO board members for action.

Gamble was reluctant to divulge the

(*Continued on page* 5)

Rodgers Presiding At Chicago Meeting

Chicago, Nov. 19.—M-G-M's releasing plans for 14 pictures to be distributed in the five months beginning December are being discussed in detail by the company's six field sales

(*Continued on page* 4)

Allied Holds Fire In Attack on Bids

A two-day meeting of Allied States' special committee on competitive bidding ended here on Friday but participants in the parleys declined to disclose details of proposals drafted to halt bidding between independent exhibitors.

One of the members explained that considerable correspondence would be necessary before the proposals could be considered complete. "We will inform the distributors of our plans, and the Department of Justice, if neces-

(*Continued on page* 5)

'Sympathetic Hearing' for MPAA's Anti-Excise Stand

Washington, Nov. 19.—The House Ways and Means Committee at the weekend gave Motion Picture Association of America Eric Johnston a very sympathetic hearing after he finished presenting the MPAA's position on the proposed increase in Federal excise taxes. Ways and Means Committee Chairman Doughton (D., N. C.) declared that he was "impressed with the statement" read by Johnston.

Blocked funds earned in years prior to the first excess profits tax year should not be subject to an excess profits tax when they are later converted into dollars, Johnston told the Committee. He termed the problem of frozen funds "an outstanding point that concerns the MPAA vitally in the drafting of excess profits tax legislation."

At the outset of his appearance, Johnston stated his opposition to the principle of excess profits taxation but,

(*Continued on page* 4)

Griffis Retires From Gov't Service

Washington, Nov. 19.—Stanton Griffis, chairman of Paramount's executive committee, has retired as Ambassador to Argentina and plans "to take a long rest."

This was announced after a White House call on Friday. Truman accepted the resignation but said he is taking Griffis' word that he will be "available for future public service." Griffis has spent the last nine years in government service, previously acting as Ambassador to Poland and Egypt. During the war he was in charge of the film division of the Office of War Information.

Foreign Operations Of UA 'In the Black'

United Artists foreign operations are now "in the black" for the first time in almost two years, according to the company's foreign department. Being a closed corporation, the company does not disclose figures.

The profit, although "a small one," was shown in a foreign sales report as of Sept. 30. The report includes costs of home office foreign operations.

The upswing was noted as early as

(*Continued on page* 4)

Personal Mention

W. A. SCULLY, Universal Pictures vice-president and general sales manager, will leave here tomorrow for Florida for a Thanksgiving holiday vacation with his family.

•

A. W. SCHWALBERG, president of Paramount Film Distribution Corp., and HUGH OWEN, Eastern and Southern division manager, are in Charlotte attending the convention of the Theatre Owners of North and South Carolina.

•

SAM GLASIER, 20th Century-Fox field exploiteer in Canada, and LARRY GRABURN, of the Odeon Circuit there, left here for Toronto over the weekend.

•

FRED PRESSBURGER, director, has sailed on the *Ile de France* for London, where he will arrange for the English exhibition of "Fabiola."

•

CARROLL PUCIATO, Realart manager in charge of exchange operations, has returned here from a two-week tour of Realart's Southern exchanges.

•

LOU JAY KAUFMAN, Warner Brothers Theatres executive, will return here today from Washington and Pittsburgh.

•

RICHARD GORDON, president of Renown Pictures, has returned here from Toronto.

Academy Considers Changes on Awards

HOLLYWOOD, Nov. 19.—The Academy of Motion Picture Arts and Science's Irving Thalberg Award, heretofore restricted to producers and long considered the Academy's most significant accolade, may be reinterpreted in such fashion as to make all industry figures eligible for it hereafter. The proposal to make such change was advanced informally by a sub-committee on award rules at a meeting of the Academy board.

CBS Steps Up TV Color Shows Here

Public demonstrations of CBS color television will continue here despite the Federal Court restraining order on network operations issued in Chicago, CBS discloses. A special daily show, from 4:30 to 5:30 P.M., will begin today at the old Tiffany Building here, with the public admitted without tickets on a walk-through basis.

New Dmytryk Company

LONDON, Nov. 19.—Edward Dmytryk, who came here following his encounter with the House Un-American Activities Committee to direct "Give Us This Day," has registered a new production company here with the title of Edward Dmytryk British Productions, Ltd.

Alioto Concludes SIMPP Depositions

Detroit, Nov. 19.—Joseph Alioto, San Francisco attorney representing the Society of Independent Motion Picture Producers, has concluded a Detroit visit of seven days during which he took depositions in the SIMPP case against United Detroit Theatres and Jim Sharkey of Cooperative Theatres of Michigan.

It is understood that the case, started in 1948, probably will get underway sometime within the next six months.

Bishop Kearney Heads Film Unit

WASHINGTON, Nov. 19. — Bishop Raymond A. Kearney, Auxiliary Bishop of Brooklyn, has been named the new chairman of the Bishops' Committee on Motion Pictures. This is the Church organization which supervises the work of the Legion of Decency.

Bishop Kearney replaces Bishop William A. Scully, Co-Adjutor Bishop of Albany, as chairman of the Committee. Bishop Scully's term both as chairman and as a member of the Committee has expired. The vacancy on the Committee will be filled by Bishop Bryan J. McEntegart of Ogdensburg, N. Y. Bishop Kearney was a member of the present Committee and was merely advanced to chairman.

Other members of the new Committee, all serving on the present committee as well, are: Bishop Joseph T. McGucken of Los Angeles, Bishop Michael J. Ready of Columbus, O., and Bishop William A. O'Connor of Madison, Wisc.

Name NSS, Others In New Trust Suit

PHILADELPHIA, Nov. 19.—Another anti-trust suit has been filed here in U. S. District Court against National Screen Service and various distributors by Jacob Riff, who formerly operated the Film Poster Service in Boston. Riff charges NSS with monopolization of trailers and accessories in violation of the anti-trust laws.

This is the sixth such action brought here against National Screen by independent poster exchanges.

'Harvey' Will Open At Astor on Dec. 21

The New York premiere of Universal-International's "Harvey" will take place at the Astor Theatre on Thursday, Dec. 21.

The engagement, one of the few occasions that a Universal-International production has played the Astor Theatre, is among the first in a chain of international premieres planned for "Harvey" around the first of the year.

Arnall Determined To Put COMPO on Trade Practices

Because the agenda of Friday's Council of Motion Picture Organizations executive board meeting here was filled to capacity, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, withheld presentation of his proposal for an industry conference with the Federal Trade Commission for the purpose of exploring the advisability of drawing up a code of fair trade practices with FTC participation, and possibly the participation of the Department of Justice.

In consequence, Arnall will address a letter to COMPO president Ned E. Depinet, and executive vice-president Arthur L. Mayer requesting that the agenda of the next COMPO board meeting provide accommodation for presentation of the proposal.

Indicating that he was aware that COMPO's constitution excludes the introduction of trade practice problems into the organization's activities, Arnall said his proposal will embody an appeal that the COMPO board reconsider the advisability of entering the trade practice domain. In the opinion of Arnall, a COMPO board member, COMPO is ideally constituted to foster the establishment of a fair trade practice code.

The SIMPP president views the establishment of such a code as a necessary step toward reducing substantially the industry's burden of litigation among distributors and exhibitors.

Para. Well Along On Short Subjects

Out of the 58 Paramount short subjects scheduled for 1950-51, 30 have been completed and will be in the branches by Jan. 1, it was disclosed here at the weekend by Oscar A. Morgan, general manager of short subjects and Paramount News. These include Popeyes, Noveltoons, Screen Songs, Pacemakers, Sportlights.

Coast 'Brotherhood' Post Goes to Wales

Clarke H. Wales, secretary to the Studio Publicity Directors' Committee of the Association of Motion Picture Producers, will serve as Hollywood chairman for "Brotherhood Week," it was announced by Max E. Youngstein, Paramount vice-president in charge of advertising-publicity, who is national chairman of advertising-publicity of the motion picture division. Brotherhood Week, annual drive of the National Conference of Christians and Jews.

To Aid 'Rogers Salute'

Clarence C. Allen, of Tulsa, Okla., artist and newspaperman, is visiting here in connection with the entertainment industry's Christmas Salute to the Will Rogers Memorial Hospital.

Newsreel Parade

THE advance of UN forces in Korea and Sen. Taft's press conference are current newsreel highlights. Other items include the return of Barney Balaban from Europe, and sports. Complete contents follow:

MOVIETONE NEWS, No. 92—UN forces move against Reds in North Korea. Thanksgiving subject. Hollywo[illegible]tends premiere of "All About Eve." [illegible]urne cup races. British boxing.

NEWS OF THE DAY, No. 223—UN forces push ahead in Korea. Dutch Royal Family film. King of Netal, Tribhubana. Spotlight on Senator Taft. Wild West show. Shooting contest. Boxing.

PARAMOUNT NEWS, No. 26—Locust plague menaces Africa. People you're reading about: Sen. Robert A. Taft at a press conference, Barney Balaban returns from Europe. School for Yogis in Paris.

TELENEWS DIGEST, No. 46-B—Venezuela: Assassin strikes. Korea: Marines advance. Walter Reuther blasts Communists. Report from American youngsters. Sports world: football.

UNIVERSAL NEWS, No. 404—UN forces advance in Korea. Congress: Doubtful seats make control close. San Francisco honors cruiser named for city. Sports world: Football.

WARNER PATHE NEWS, No. 28—At the front in Korea. Gursha King flees revolt in India. Film of Holland's Royal Family. Sloan Simpson O'Dwyer, fashion preview. Savings bank for children. High-jump star. Resurgence of faith.

$550,000 Gross for 'Eve's' Roxy Run

"All About Eve" will conclude what 20th Century-Fox describes as a record run of nearly six weeks tomorrow at the Roxy Theatre here.

On Friday the gross had exceeded $500,000, and is expected to reach $550,000 by closing time tomorrow, it is understood.

The 20th Century-Fox production had its premiere at the Roxy under the "scheduled performances," plan but reverted to a continuous performances policy after the first week. A marked increase at the box-office was then noted, which was maintained throughout the run. "Eve's" fourth week gross topped the third.

The film moves into 100 theatres of the RKO, Skouras, Randforce, Century and Joelson circuits for a Thanksgiving run, preceded by a cooperative advertising campaign.

Yates, Ford, Bond Leave for Europe

Republic president Herbert J. Yates left here for Europe by plane yesterday, accompanied by his executive assistant, William Martin Saal, and John Ford and Ward Bond.

Republic Dividend

A dividend of 25 cents per share on preferred stock, payable January 2, to stockholders of record on Dec. 8, has been declared by the board of directors of Republic Pictures at a meeting held here.

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NATALIE WOOD · PHILIP OBER · JACK KIRKWOOD
Screenplay by
LOU BRESLOW and DORIS ANDERSON

RKO RADIO PICTURES

Rodgers

(Continued from page 1)

managers and top home office sales executives in session here at the Ambassador East Hotel. The two-day conclave got under way this morning and will wind up tomorrow afternoon with William F. Rodgers, vice-president and general sales manager, presiding.

From the home office, accompanying Rodgers, are Edward M. Saunders, assistant general sales manager; Charles M. Reagan, sales executive, and Henderson M. Richey, assistant to Rodgers in charge of exhibitor relations.

From the field are John P. Byrne, Eastern sales head, in New York; Rudolph Berger, Southern, Washington; John S. Allen, Southwestern, Dallas; John J. Maloney, Central, Pittsburgh; Burtus Bishop, Jr., Chicago, and George A. Hickey, Western, Los Angeles.

Although the program will be highlighted by discussions on such films as "King Solomon's Mines," "The Magnificent Yankee," "Kim," "Quo Vadis" and "Mr. Imperium," the latter Ezio Pinza's initial film appearance, attention will also be given to "Mrs. O'Malley and Mr. Malone" and "The Pagan Love Song," scheduled for December release; "Watch the Birdie," "Grounds for Marriage" and also "Kim," January; "The Magnificent Yankee," "Vengence Valley" and "Cause for Alarm," February; "Mr. Imperium," "Red Badge of Courage" and "Royal Wedding," March, and "The Painted Hills," "Inside Straight" and "Across the Wide Missouri," for April.

Rodgers and the three other sales executives from the home office will return to New York on Tuesday.

New Loew's Dividend

Directors of Loew's have declared a quarterly dividend of 37½ cents per share on the company's common stock, payable on Dec. 20 to stockholders of record on Dec. 8.

Review

"Double Crossbones"

(Universal-International) *Hollywood, Nov. 19*

SAVE in that it affords Donald O'Connor's faithful following another chance to see him in action, this costume comedy about pirates makes small claim to consideration as a box-office attraction. Although expensive physical production ingredients have been invested, including Technicolor, the story is uninspired, rambling, insufficiently stocked with comedy ideas and totally without point. Relying heavily upon slapstick, and with names no stronger than Helena Carter, John Emery and Stanley Logan for support billing, the story collapses early under the weight of lavish period costuming and Technicolor glorification, drifting thereafter into a dreary series of absurd and unamusing incidents. O'Connor is the mainspring throughout but is overmatched by unwieldy material given him to work with.

The original story and script, by Oscar Brodney, casts O'Connor as a shopkeeper's apprentice in Charleston, S. C., in the colonial period when pirates dominated the seas. In love with Miss Carter, the governor's ward, he is arrested by the king's soldiers but escapes to a pirate ship, where he and Geer, a former seaman, rout the pirate crew by ludicrous means and take command. Masquerading thereafter as "Bloodthirsty Dave" he joins the fellowship composed of Captain Kidd, Henry Morgan and other famous pirates, discovers the governor is secretly in league with them, and uses this knowledge in various fantastic ways to overthrow the governor and win Miss Carter's hand. Pirate-type swashbuckling, fights, etc., abound, but are handled strictly for slapstick purposes.

Production is by Leonard Goldstein and the direction is by Charles T. Barton.

Running time, 76 minutes. General audience classification. For January release.

WILLIAM R. WEAVER

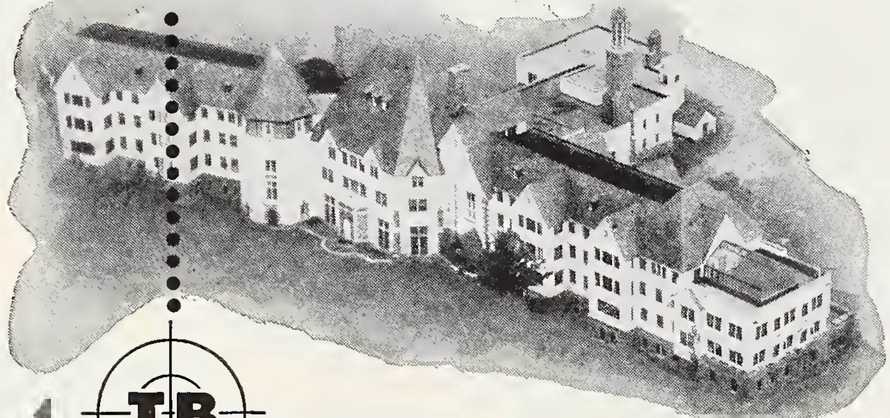
Reception to Launch 'The Magnetic Tide'

Mrs. Dorothy Silverstone, producer of "The Magnetic Tide," Cinecolor featurette about the Holy Land which will be shown at the Roxy Theatre here during the engagement of 20th Century-Fox's "The Jackpot," will be honor guest at a reception at the theatre on the opening day, on Wednesday.

U.A. Operations

(Continued from page 1)

last January, when losses dropped sharply, to about one-third of what they had been in January of 1949. The actual switch from the "red" to "black" occurred last August.



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Cinema Productions

(Continued from page 1)

Ardrey, executive vice-president of Bankers Trust, by Samuel Pinanski, CP board chairman, Fred J. Schwartz, an exhibitor member, and Cowan.

Cowan said a distributor which will release the company's product will be selected this week at a Cinema Productions board meeting here.

Tribute to Barron

(Continued from page 1)

and one of the greatest assets the District of Columbia ever had.

Barron's death was actually the result of cancer of the brain, it was revealed. A year ago, doctors at Mount Sinai Hospital in New York had diagnosed Barron's illness but although Barron knew what he was suffering of, he went on working practically until the day of his death. It was generally believed that only Mrs. Barron and Nicholas M. Schenck, president of Loew's, Inc., were told of the diagnosis.

Honorary pallbearers included Schenck, Louis B. Mayer, Joseph R. Vogel, Charles C. Moskowitz, Oscar Doob, John Murphy, Howard Strickling, Frank Swank, Dan S. Terrell, Rudolph Berger and Ernest Emerling from the Loew's-MGM hierarchy; MPAA president Eric Johnston; U. S. Senator Richard B. Russell of Georgia; Democratic National Committee chairman Bill Boyle, and Leslie Biffle, secretary of the Senate.

Also, Presidential assistants William D. Hassett and Matthew Connelly; Orville Crouch, Jack Foxe and Joel Margolis, Barron's Washington assistants; managers of 10 Loew's theatres in Barron's territory; Allan Zee, manager of the New York Capitol Theatre; Nathan D. Golden, Commerce Department film chief; George A. Crouch, Frank La Falce and A. Julian Brylawski of Warner Brothers; Hardie Meakin of RKO; Sam Galanty of Columbia; District Commissioners John Russell Young, Guy Mason and Gordon R. Young, and officials of Washington publishing, banking and other numerous business firms.

MPAA-Taxes

(Continued from page 1)

acknowledging the committee's mandate to draft a bill, proceeded to present a memorandum prepared by the MPAA's tax committee.

"This is a real effort to aid the Committee prepare the best possible excess profits tax," Doughton said.

In answer to a question from Rep. Reed (R., N. Y.), Johnston said the film industry got "no profit or very little" out of the defense program expenditures.

Several Committee members praised MPAA's suggestion of using the tax court to process speedily applications for relief.

Asked About Effects

Rep. Mason (R., Ill.) asked Johnston whether he thought an excess profits tax was inflationary or deflationary. "Very definitely inflationary," was the reply. "Do you think there are better ways to get the revenue?" Mason asked. "Personally, I do," said Johnston. "Would an excess profits tax hinder production and expansion?" Mason continued. "It would certainly hinder expansion and retard production," the MPAA official said.

Rep. Simpson (R., Pa.) asked Johnston whether he could present a better plan for raising the needed revenue. When Johnston answered in the affirmative, Simpson dryly remarked that "some day I hope the Committee will give you a chance to present it," referring to the fact that the Democratic majority of the Committee has barred all testimony on alternative forms of taxation and has forced witnesses to confine their presentation to an excess profits tax.

Accompany Johnston

Johnston was accompanied by three film company tax experts: Walter S. Halliday of Warner Brothers; Eliot Rosenthal of Loew's, and William W. Owens, of 20th Century-Fox's law firm of Dwight, Royall, Harris, Koegel, and Caskey.

The Theatre Owners of America cancelled its scheduled appearance Friday and did not ask for an alternative date, Committee officials said. They still may file a written statement. However, it was understood that the reason the TOA did not appear was that its members are split over a new excise, with some companies that had good base years favoring an excess profits tax and other exhibitors with bad base years or no previous earnings record preferring a straight corporate tax boost.

In any event, A. Julian Brylawski, chairman of TOA's tax committee, said TOA would not testify or file any statement because, "our main interest continues to be the admission tax." "We'll save our appearances for that," he said.

In Projected Excess Tax Law Wright Asks Exemption Boost

WASHINGTON, Nov. 19.—Harry J. Wright, manager of the tax department of United Paramount Theatres, Inc., proposed that the exemption in the proposed excess profits tax law be increased.

In a statement delivered before the House Committee on Ways and Means on Friday, Wright proposed that the exemption of $10,000 under the World War II excess profits tax law be raised to at least $25,000.

Showmen-TV

(*Continued from page* 1)

of a similar private meeting which S. H. Fabian, head of Fabian Theatres, sponsored in Houston early this month when the Theatre Owners of America's national convention was in progress there. Fundamentally, Friday's meeting, like its predecessor, was a meeting of interests which obvious[illegible] recognize they are faced with iden[illegible] problems and which feel an exchange of views might at least bring about a partial solution.

"We've got to find the answer; and we will find the answer," Fabian declared at a recess in the Friday conference.

"This is a big, glorious industry we're in," said Fabian, "and it's going to be kept that way. Nothing can beat it."

Those Attending

On hand for the meeting and a private luncheon held in conjunction with it, in addition to Fabian, were the following: Ted R. Gamble, Samuel Pinanski, Robert J. O'Donnell, Fred J. Schwartz, George Skouras, Walter Reade, Jr., Arthur Lockwood, Sam Rosen, Martin J. Mullin, E. C. Grainger, Leonard Goldenson, Charles Skouras, Robert Wilby, Elmer Rhoden, Mitchell Wolfson, and others. Called into participate in the afternoon session was Nate Halpern, television consultant to Fabian Theatres.

It was regarded likely that the same group will convene again at an early date. Whether a delegation will go to Hollywood soon to continue the informal discussions with a number of studio heads, was not determinable on Friday. However, it is understood that a plan to do so has been discussed. The opinion has been expressed among the group that the situation with regard to television might have been different this season if producers and distributors had made certain that an even stronger array of product had been released as an offset.

Big Party Here Aids Rogers Hospital

A noon-to-midnight Times Square all-star Christmas party will be held on Dec. 7 in connection with the entertainment industry's Christmas salute to the Will Rogers Memorial Hospital, it was announced at the weekend by Nicholas J. Matsoukas, campaign director. One hundred and fifty stars of screen, stage, radio, television and night clubs will participate, assisted by 200 models, the committee reports.

In the Hotel Astor ballroom, booths will be set up which will be manned by entertainment celebrities.

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COMPO All Set to Go

(*Continued from page* 1)

try Council plan for Hollywood's cooperation with the U. S. Government in the production of government films in connection with the war effort.

(2) Authorized Depinet to appoint a permanent legislative committee which will deal with all industry legislation on a national level and hold itself in readiness to accept invitations to participate in this connection on local levels.

(3) Voted to proceed at once with arrangements to hold industry seminars in line with recommendations that will be made by an existing COMPO seminar committee, which is under the chairmanship of TOA executive director Gael Sullivan.

(4) Authorized Depinet to name a COMPO delegate or delegates to the Mid-Century White House Youth Conference.

(5) Authorized COMPO's sponsorship of a survey of the attitudes of theatre managers and patrons.

Survey Plan

The survey plan adopted was one of two proposed at Thursday's board meeting by COMPO special counsel Robert W. Coyne. It will be conducted exclusively by COMPO as a wide sampling of theatre managers who, in their turn, will have solicited from their patrons their views regarding double bills, show timings, length of shows, admission prices and other theatre policies. When the facts of this survey are assembled, they will be assessed for their intrinsic value, and the committee which will be in charge of the survey will then recommend to the COMPO board whether an additional national survey is indicated and through whom it should be conducted. This last point was a tacit reference to the Coyne proposal which was not adopted, namely, that survey of this type be conducted by the University of Michigan at a cost of approximately $60,000, with the industry to bear $20,000 of the cost. However, there was no indication that the University would be selected for a possible second survey.

Charles E. McCarthy, COMPO public relations director, outlined for Friday's board meeting a plan for institutional advertising which was adopted. It calls for the placing in *Editor & Publisher* magazine a series of 13 full-page advertisements pointing up the economic and cultural importance of American motion pictures. The cost will approximate $5,000 or $6,000 in all.

Sam Rosen, Fabian Theatres vice-president and treasurer, was elected assistant treasurer of COMPO to work with treasurer Robert J. O'Donnell. Depinet appointed Leonard Goldenson, president of United Paramount Theatres, chairman of the committee which will further explore the "Starmakers" plan which was adopted at the Thursday board meeting. He also appointed Max E. Youngstein, Paramount Pictures' advertising-publicity director, chairman of the committee which will further investigate the adopted proposal for an industry-wide Film Festival.

Fred J. Schwartz, who on Friday presented to the board the previously announced plan for a motion picture exposition, was appointed by Depinet to head a committee which will explore possibilities and work out details. However, no board vote was taken on whether the plan will actually be held.

The board voted to authorize COMPO executive vice-president Arthur L. Mayer to enter negotiations with the Association of Motion Picture Fan Magazines relative to the possibility of the magazines' joining COMPO as non-voting associate members.

Discussion revolved around the position COMPO might take with regard to excess profits tax legislation. No decisions were arrived at, but the consensus of the meeting was that until it became evident that COMPO should take a stand on this it is advisable that each constituent member organization pursue its own course, based on its fundamental interests, in any excess profits tax developments in Congress.

The board voted to compliment the Motion Picture Association of America on its operation of the Children's Film Library.

It was voted also that hereafter if communications are sent to board members with the request that votes be submitted on any COMPO plan, absence of a reply will be accepted as a vote of approval.

A resolution was offered by Coyne in behalf of a group of Texas exhibitors, including Interstate Circuit, that COMPO make representations to the Federal government to eliminate certain inequities in the excise tax laws on admissions for children and soldiers. The resolution was adopted by the board.

It was voted by the board that Goldenson and possibly Trueman Rembusch, Allied States president, shall act as a COMPO committee to visit Minneapolis exhibitors with a view to correcting the situation in that area that has delayed the formation of a local COMPO unit.

Declare W. B. Dividend

At a special meeting of the board of directors of Warner Brothers Pictures held here Friday, a dividend of 25 cents per share was declared on its common stock, payable Jan. 5, to stockholders of record on Dec. 11.

TOA-COMPO

(*Continued from page* 1)

exact nature of the TOA proposals, holding that COMPO should be notified officially first, but they undoubtedly follow the directive laid down by the TOA convention in Houston last month.

The resolution called for "COMPO to reorganize itself along the lines of fairer representation and limiting its activities to public relations at the national level."

As Gamble's group did not meet until after the conclusion of the COMPO board meeting, Depinet was authorized to receive TOA's proposals directly, alone or with aides, and to meet with Gamble's group. Depinet indicated on Friday that he would be available until today, but that he then plans to leave the city for a week.

Formally, action by the TOA committee must be approved by its executive committee but as most of TOA's top leaders are members of the Gamble group, the proposals drafted are virtually certain to stand.

Among those attending the committee meetings, in addition to Gamble, were: S. H. Fabian, New York; Charles Skouras, Los Angeles; Mitchell Wolfson, Miami; Arthur Lockwood, Boston; Max A. Connett, Newton, Miss.; Tom Edwards, St. Louis, and Nat Williams, Thomasville, Ga., who acted as an alternate for Robert B. Wilby of Atlanta.

Allied on Bids

(*Continued from page* 1)

sary, when we are ready," he declared.

The group, headed by Abram F. Myers, Allied general counsel, has a mandate from its executive board to map strategy to curtail bidding practices as established by the industry decree. Allied's main fire has been directed at the distributors' interpretation of a phrase in the decree, "and others," which has led to widespread bidding.

Allied contends that bidding should be practiced only by the branches of exhibition directly involved in the decree and that independents and nonaffiliated circuits do not come under its provisions.

Present at the New York meetings were Myers, H. A. Cole, Nathan Yamins, Sidney Samuelson and Ray Branch. Jack Kirsch of Chicago was absent because of an injury.

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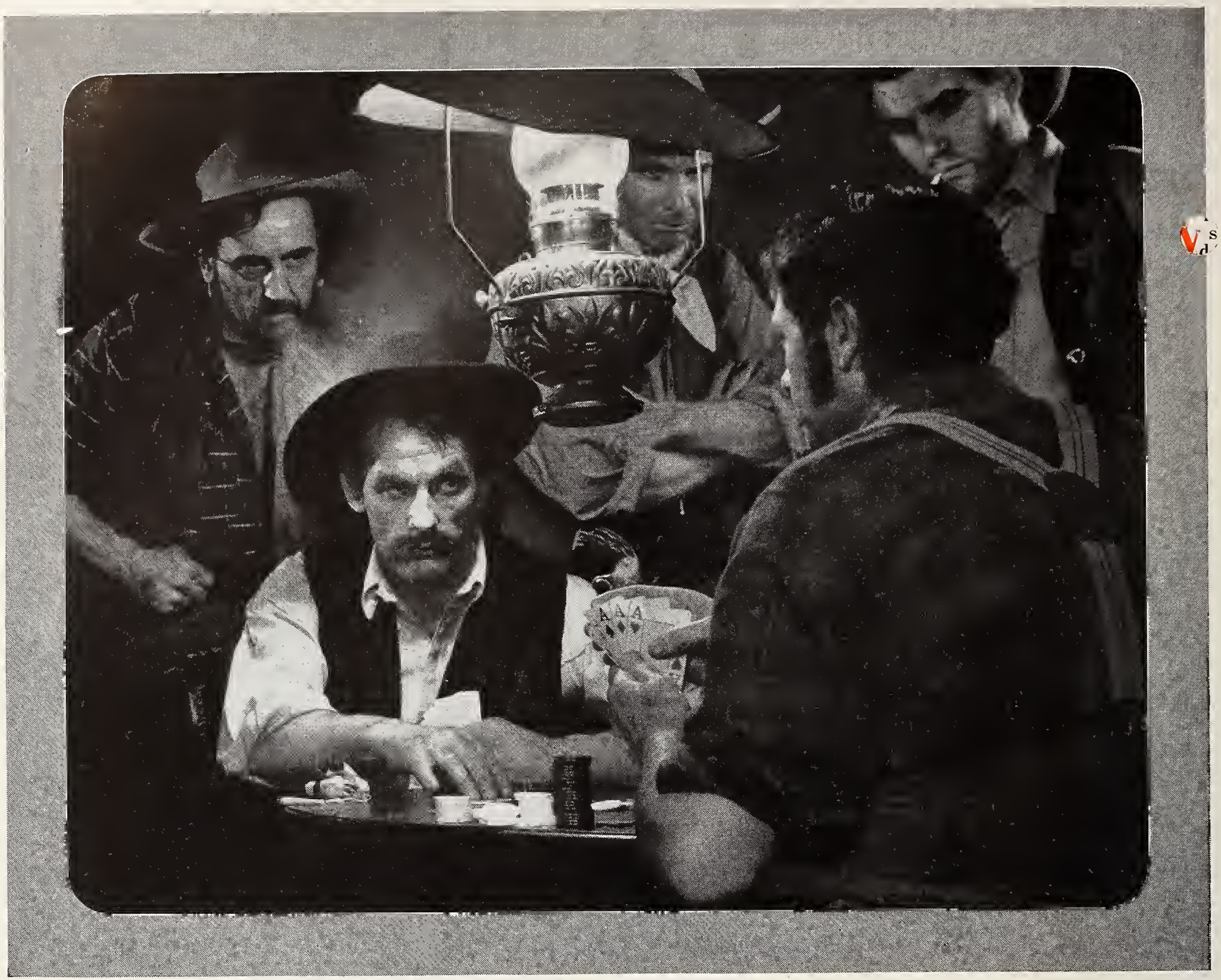

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Theatres Will Ask for More 'A' Features

National Group May Put Plan to Presidents

A committee, as yet unnamed but representing leading circuit operators who met at the Hotel Astor, New York, last Friday, may seek a conference with company presidents and place before them a plea for more "A" attractions. The conviction that a shortage of important attractions is at the base of much of their operating difficulties lends strength to the committee plan which, however, is yet to be finally resolved.

The circuit men who attended the private session held under the co-chairmanship of S. H. Fabian of New York and Robert J. O'Donnell of Dallas, were asked to prepare statistics dealing with the product situation. Comparisons of week stands this year with 1949, with attendant competitive factors outlined in order not to confuse the situation, will be sought. Sev-

(*Continued on page* 10)

Predict Ending of Unit Booking Plan

London, Nov. 20.—Although the American visit late in November of Rupert Somervell, Under-Secretary of the Board of Trade, for the formal signing of the remittance agreement with the American film industry is described here as a celebratory vacation, it is expected he will use the opportunity to discuss ending the unit booking plan here.

The plan still irks British exhibitors despite the easing of the film quota regulations and they are again asking that it be dropped. While here last

(*Continued on page* 8)

Rodgers to Discuss Bidding in Chicago

Chicago, Nov. 20.—Meetings with exhibitors from the Chicago area will keep William F. Rodgers, M-G-M sales vice-president, here for another day beyond the two-day company sales meeting just concluded at the Ambassador East Hotel. Chief topic in the discussions with exhibitors will be M-G-M's plans for bidding.

Other home office executives here for the sales parley left tonight for New York. They were Edward M. Saunders, Charles M. Reagan and John P. Byrne.

Ross Williams Heads Salesmen's Group

Cincinnati, Nov. 20.—Ross Williams has been named president of the Colosseum of Motion Picture Salesmen. Other officers are: Morton Perlman, first, and Peter Niland, second vice-presidents; Frank Schreiber, secretary, and Manny Nagel, treasurer.

The national convention will be held at the Netherland Plaza here on Dec. 2-3.

20th-Fox in 2 Sales Meetings

Discussion of sales plans for top 20th Century-Fox pictures to be released this winter and early in Spring were held over the weekend at a two-day session attended by home office sales executives and division heads of territories in the Mid-west and West.

Returning to New York yesterday were vice-president Al Lichtman; vice-president and general sales manager Andy W. Smith, Jr.; W. C. Gehring, assistant general sales manager; Lem Jones, executive assistant to Smith, and Frank Carroll, assistant to Smith. They will conduct a similar session in New York tomorrow for Mid-east branch managers and sales executives.

(*Continued on page* 8)

'Cyrano,' 'Mines,' 'Trio' Flying High Among B'way Runs

"Cyrano de Bergerac" at the Bijou, "King Solomon's Mines" at Radio City Music Hall, and "Trio" at the Sutton are the pictures which this week are riding the crest of business at New York's first-runs. Grosses at other Broadway houses are only moderate at best, although it is held likely that the Thanksgiving Day holiday will come through with a hypodermic.

The first week of "Cyrano" is due to bring the Bijou a capacity figure of $16,800. With capacity business indicated as $15,800, an extra performance on Thanksgiving Day, plus provision for standees, will serve to effect the beyond-ultimate take, the management reported; the picture operates on a two-a-day, reserved seat policy.

A robust $133,000 is indicated for

(*Continued on page* 8)

Carolinians Expect Theatre TV Soon

Charlotte, Nov. 20.—Film leaders attending the 38th annual convention of the Theatre Owners of North and South Carolinas in Charlotte Sunday, today and tomorrow, are of the opinion that television can be expected in the near future in the Carolinas.

Sam Pinanski, president of the The-

(*Continued on page* 8)

Excess Profits Tax Is A False Label, Says DuMont

Washington, Nov. 20.—Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., made a strong attack on any excess profits tax before the House Ways and Means Committee today.

An excess profits tax is a false label, DuMont said, because no one can define normal or excess profits. What is called a tax on excess profits is really a tax on success, he declared, because the tax penalizes firms that have pioneered in new developments.

DuMont appeared as chairman of the National Conference of Growth Companies, firms that have expanded steadily during recent years and would be especially vulnerable to an excess profits tax. He said a flat increase in regular corporate rates

(*Continued on page* 8)

Faris in Capital on Economic Controls

Washington, Nov. 20. — Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers and a member of the studio-distributor priority committee of the Council of Motion Picture Organizations, was here today for "exploratory talks" with government officials on the general material situation and the outlook for various economic controls in the future.

Faris said the COMPO committee had no specific problem to put before any government agency, and that his main concern was to try and persuade the various officials to be sure to give the industry some advance notice of any future control orders so that film spokesmen would have a chance to present their case. He will return to the Coast on Wednesday.

RKO Divorce Set for Jan. 1 Consummation

Depinet Heads Picture Co., Schwartz Theatres

In anticipation of completing its divorcement next Dec. 31 on schedule, RKO's board of directors and management have organized new parent companies for the picture and theatre operations and have designated initial directors and officers of both companies, Ned E. Depinet, RKO president, announced here yesterday.

Depinet has been named president of RKO Pictures Corp., recently organized in Delaware. Other officers are: Noah Dietrich, chairman of the board; J. Miller Walker, vice-president, general counsel and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Walter V. Derham and Edwin J. Smith, Jr., assistant treasurers, and Joseph J. Laub, assistant secretary. Directors of the

(*Continued on page* 10)

TOA-Depinet Talks Set for Next Week

Discussion between Ned E. Depinet, president of the Council of Motion Picture Organizations, and the Theatre Owners of America committee headed by Ted R. Gamble on changes in the COMPO executive board proposed by the TOA were postponed to next week following a brief conference here yesterday.

Depinet left last night for the Coast where he will spend a week.

Meanwhile, the TOA committee is expected to continue its study of possibilities revolving around the proposals for regional exhibitor association representation on the COMPO

(*Continued on page* 6)

Allied Bid Proposals Ready in Week: Myers

Washington, Nov. 20. — Allied States Association General Counsel Abram F. Myers said he did not think letters outlining Allied's recommendations on competitive bidding would go out to distributors and the Justice Department until early next week.

"It's a tremendous drafting job," he declared, adding that he would not discuss details until the letters are in the hands of the interested parties.

Myers said whether or not Allied files a statement with the House Ways

(*Continued on page* 6)

Personal Mention

JOHN McCARTHY of the Motion Picture Association's international division, will arrive here from Europe today on the *Queen Elizabeth.*

•

FREDERICK BULLOCK, head of the 20th Century-Fox home office still department, was married on Saturday to FRANCES E. MITCHELL at St. Michael's Church, Manhattan.

•

LAWRENCE KENT, 20th Century-Fox nominee on the Gaumont British board, will leave England on the *America* Nov. 30 for a two months' visit here and on the Coast.

•

JONAS ROSENFIELD, JR., advertising manager of 20th Century-Fox, will address the Theatre Owners of North and South Carolina meeting today in Charlotte.

•

ARTHUR DE BRA, head of community relations of the Motion Picture Association of America, has returned here from a Mid-West speaking tour.

•

JAMES E. PERKINS, Paramount's managing director in London, will sail from England on the *Queen Mary,* Dec. 10, to spend Christmas in Hollywood.

•

W. J. KUPPER, 20th Century-Fox managing director in London, will leave England Dec. 10 on the *Queen Mary* for a six weeks' visit here.

•

JOSEPH WALSH, head of branch operations for Paramount Film Distributing Corp., has returned here from Dallas.

•

ELIAS M. LOEW, New England circuit operator, has been cited by the Lubavitz Yeshiva College of Boston for his work for Hebrew education.

•

DAVID COPLAN, International Film Renters managing director, sails from England today for a visit of several weeks here.

•

MARIE LUCIANI, of the RKO Theatres film booking department, was married to THOMAS PUMA.

•

EMMET LAVERY left for the Coast yesterday after a week here.

Four Awards for 'Life In America' Films

PHILADELPHIA, Nov. 20.—Four annual awards for the "best efforts to interpret American life to foreign audiences" through motion pictures have been announced by *Holiday* magazine.

The awards will be to the best film, regardless of production costs, to the best film made for under $500,000 and to the man and woman judged to have made the best contribution toward achieving the goal of portraying American life in films. Only feature films made in 1950 will be considered for this year's awards, to be announced on Dec. 8.

Insider's Outlook

By RED KANN

THEY never said it in formal language. There was no need. The directors of the Council of Motion Picture Organizations took the position that the affirmative program adopted after two full days of conferencing in New York late last week told its own story. Which it did.

Representatives of nine of the 10 charter members—TOA was represented by Sam Pinanski and Bob Wilby as observers the first day and by nobody the second day—proceeded with scheduled business, approved plans for a "Starmaker" contest and a Film Festival, referred the possibility of a Motion Picture Exposition to committee, set up 1949 rentals as the basis for dues without altering the original formula of one-tenth of one per cent of the exhibitors' rentals which distributors will match. Other business, not as important but necessary for the mechanics of operations, similarly was adopted.

■

Hanging over the meetings, of course, was TOA, and its Houston mandate seeking "fairer representation" and restriction of COMPO's activities to public relations on the national level. Since it carried in it the seeds of defection, there was a situation brooking neither delay nor escape. Delay was eliminated when Ned E. Depinet, COMPO president, was authorized to meet with a small TOA committee under the chairmanship of Ted Gamble; they'll huddle next week.

Escape apparently was never contemplated as part of the picture. Authorities for this are reporters who heard fists banging, tables and voices vibrant in heat and anger as they waited for their stories.

■

COMPO can function best if it continues to represent all of the groups which organized it. Therefore, it is obviously desirable to keep TOA in the ranks. But it does not follow that COMPO is otherwise a dead duck. COMPO will be hampered financially without the support of the large circuits which so conspicuously are part of TOA. COMPO will be hampered operationally if one of the two national theatre associations is not in the family. Public relations, at the national level, for instance, cannot be fully expedited on any lesser foundation than a solid industry front.

Yet TOA is only one of the 10 charter members, all of them staunch champions of the interests they represent. The question is how much or how far they will consent to being moved away from the original concept of COMPO by Johnny-come-lately demands thrown on the table by one of these charter members and what will be forthcoming by way of assurance that, once the current situation is met, there will be no recurrence in some other form at some other time.

■

On the other side is the opinion which sees merit in TOA's insistence upon regional representation so long as there is no change in the unit voting system—a system, by the way, which will be fought for long and hard by several of COMPO's charter groups. TOA says additional representation will make COMPO's deliberations broader and, consequently, more representative; that regional representation will serve to sell, and keep sold, COMPO to exhibitors in the field; that, since no change in the voting system is desired, what difference does it make how many men are on the board.

The John Hancock Insurance Co., for instance, has 50.

■

For the key to the presently unresolved situation you have to return to the beginning of this piece. The lock opens when you come to the conclusion, as you have the right to do, that the sponsors of COMPO, less recalcitrant TOA, are going ahead. The plans and the steps voted reflect this at every turn.

They also reflect a decision not to be intimidated or frightened off by ultimatums, yet a desire to reach mutually agreeable ground if it can be done within the framework of the original without resorting to the scrap pile and starting all over again.

■ ■

Abe Blank and Ralph Branton were the "ham and eggs" of Tri-State Theatres, and just about as indivisible. Now, after all these years, Branton steps out as general manager to enter TV.

Along with Branton and his resignation goes considerable cash. They say it's about $750,000 for his Tri-State holdings.

Letter of Praise From Little Rock

In a letter to Red Kann, Jack Bomar of Wren Theatres, Little Rock, Ark., writes:

"Your *Insider's Outlook* column in the November 9 issue of *Motion Picture Daily* is one of the most concise, accurate and straightforward pieces of reporting it has ever been my privilege to read.

"I am one of TOA's 'little fry' and sat right behind you, so I'm sure I was in the right place. It was my first national convention and I, more or less, blamed my inexperience for not knowing more about what was going on. It is comforting to learn that I wasn't alone in my ignorance.

"Upon my return, the boss asked for a report on the convention. Frankly, I had none. Thank Heaven for the above mentioned article. It served my purpose, and well."

Bernstein with M-G-M

Abe Bernstein has been assigned as field press representative for M-G-M in the Cleveland area by Dan S. Terrell, exploitation head. Bernstein handled the New England territory for Columbia for six-and-a-half years and more recently was with Universal.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

RAY MILLAND · HEDY LAMARR · MACDONALD CAREY
MONA FREEMAN · HARRY CAREY, JR
Copper Canyon
Color by TECHNICOLOR
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON DICK CONTINO DAVE BARRY THE VANDERBILT BOYS BILL SNYDER AND HIS ORCHESTRA EXTRA MISS PATTI PAGE
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

IRENE DUNNE
FRED MacMURRAY in
"NEVER A DULL MOMENT"
RIVOLI B'WAY AT 49th ST

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CONFIDENCE

A Message of Vital Importance To All Exhibitors

Manpower is the life-line of a studio, as pictures are the life-line of a theatre. We believe that today Paramount has manpower unexcelled in its 39-year history. Indeed never before, in my recollection, has there been such an impressive massing of creative talent in one production organization.

We not only *have* the industry's greatest boxoffice manpower but we are *using* it—aggressively, immediately and effectively—to bring you more pictures . . . better pictures . . . pictures carefully planned to the needs of today's market.

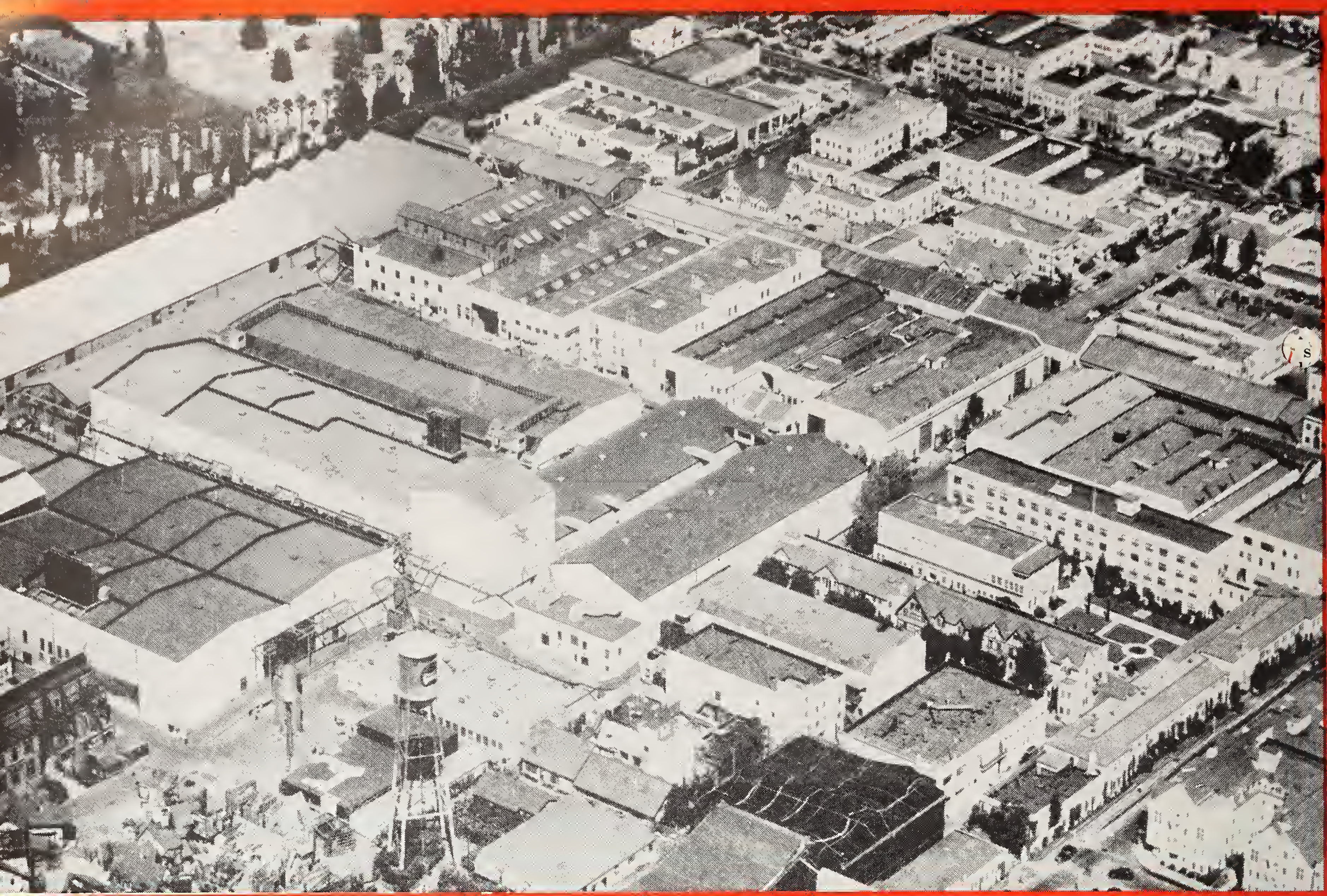
Paramount has faith in today and tomorrow. Implementing that faith thru stepped-up studio activity, PARAMOUNT WILL INCREASE ITS PRODUCTION OF TOP "A" PICTURES IN 1951 BY 50% OVER THE PRESENT YEAR. In terms of released product, this will substantially raise the number of Paramount pictures you can play in 1951.

With confidence, let us move ahead together. At the Paramount Studio now, our way is being cleared with *Manpower At Work For You And Paramount.*

Barney Balaban

President, Paramount Pictures Corporation

MANPOWER AT WORK



Y. Frank Freeman, Vice-President, in charge of production—assisted by Sam Briskin

Manpower at Work for You and Paramount

CECIL B. DeMILLE . . . AT WORK

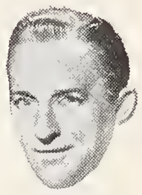
The Greatest Show On Earth*
BETTY HUTTON, DOROTHY LAMOUR,
JAMES STEWART................starting Jan. 1

FRANK CAPRA . . . . . AT WORK

Here Comes The Groom
BING CROSBY, JANE WYMAN,
FRANCHOT TONE, MARIA ALBERGHETTI...preparing
The Trial........................preparing

WILLIAM WYLER . . . AT WORK

Carrie
LAURENCE OLIVIER, JENNIFER JONES,
MIRIAM HOPKINS...................completed
Detective Story..................preparing



BING CROSBY

BETTY HUTTON

ALAN LADD

LEO McCAREY . . . . . AT WORK

Pardners
BING CROSBY,
BILL (Hopalong Cassidy) BOYD..........preparing
My Son John....................preparing

CHARLES BRACKETT . AT WORK

The Mating Season
GENE TIERNEY, JOHN LUND,
MIRIAM HOPKINS, THELMA RITTER.......completed
Famous
BING CROSBY with strong star cast......preparing

BILLY WILDER . . . . . . AT WORK

Ace In The Hole
KIRK DOUGLAS, JAN STERLING........completed
Untitled Musical.................preparing

BOB HOPE

JOAN FONTAINE

BURT LANCASTER

HAL WALLIS . . . . . . AT WORK

September Affair
JOAN FONTAINE, JOSEPH COTTEN......completed

Quantrell's Raiders
ALAN LADD heading star cast..........shooting

Junior
DEAN MARTIN, JERRY LEWIS..........preparing

The Stooge
DEAN MARTIN, JERRY LEWIS...........preparing

Night Man
BURT LANCASTER and famous names.....preparing

Son And Stranger...............preparing

WILLIAM PERLBERG-GEORGE SEATON . . AT WORK

The Blossom Seeley Story
BETTY HUTTON and big cast............preparing

Anything Can Happen.........preparing

Rhubarb
RAY MILLAND, JAN STERLING..........preparing

IRVING ASHER . . . . . AT WORK

The Redhead And The Cowboy
GLENN FORD, RHONDA FLEMING,
EDMOND O'BRIEN..................completed

Here Comes The Groom
Co-Producer with Frank Capra).........preparing

MEL EPSTEIN . . . . . . AT WORK

The Goldbergs
GERTRUDE BERG plus the Radio-TV cast...completed

Dear Brat
MONA FREEMAN, EDWARD ARNOLD,
BILLY DE WOLFE, LYLE BETTGER.........preparing

JOSEPH SISTROM . . AT WORK

Submarine Story................preparing

Christmas Without Johnny.....preparing

ROBERT WELCH . . . . AT WORK

The Lemon Drop Kid
BOB HOPE, MARILYN MAXWELL,
LLOYD NOLAN.....................completed

PAUL JONES . . . . . . AT WORK

My Favorite Spy
BOB HOPE, HEDY LAMARR............preparing

RAY MILLAND

GENE TIERNEY

KIRK DOUGLAS

JAN STERLING

LAURENCE OLIVIER

JANE WYMAN

JOHN PAYNE

JENNIFER JONES

GLENN FORD

HEDY LAMARR

GEORGE STEVENS . . AT WORK

A Place In The Sun
MONTGOMERY CLIFT, ELIZABETH TAYLOR,
SHELLEY WINTERS...................completed

Something To Live For
JOAN FONTAINE, RAY MILLAND,
TERESA WRIGHT....................completed

Shane...........................preparing

WILLIAM PINE-WILLIAM THOMAS . AT WORK

Passage West*
JOHN PAYNE, DENNIS O'KEEFE,
ARLEEN WHELAN...................completed

The Last Outpost*
RONALD REAGAN, RHONDA FLEMING.....shooting

Crosswinds* ....preparing

Hong Kong ....preparing

The Rebel*.......................preparing

NAT HOLT . . . . AT WORK

The Great Missouri Raid*
WENDELL COREY, MACDONALD CAREY,
ELLEN DREW.......................completed

Warpath*
EDMOND O'BRIEN, DEAN JAGGER,
FORREST TUCKER....................completed

Devil's Canyon.................preparing

HARRY TUGEND . . . AT WORK

Rendezvous
JOAN FONTAINE and other big names....preparing

ROBERT FELLOWS . . AT WORK

Casey Jones....................preparing

This Is Dynamite...............preparing

EVERETT RISKIN . . . . AT WORK

Rage Of The Vulture
ALAN LADD and marquee cast..........preparing

ALAN LE MAY . . . . . AT WORK

Quebec*
JOHN BARRYMORE, JR., CORINNE CALVET completed

GEORGE PAL . . . . . . AT WORK

When Worlds Collide*..........preparing

DEAN MARTIN

JERRY LEWIS

SHELLEY WINTERS

MONTGOMERY CLIFT

RHONDA FLEMING

JOHN LUND

MARILYN MAXWELL

JAMES STEWART

CORINNE CALVET

MONA FREEMAN

*In Color by TECHNICOLOR

National Pre-Selling

PARAMOUNT has arranged a nationwide tieup with the Jayson Shirt Co. to promote Bing Crosby's "Mr. Music" which goes into release in December. Thousands of Jayson Shirt outlets from Coast to Coast have been supplied with display materials and newspaper mats and the company will pay one-half of the advertising cost incurred by local dealers who tie in with the picture. Theatre managers are encouraged to check the special kit of advertising material available to Jayson dealers and with their nearest Paramount field man. The Jayson company has been supplied with a list of theatres and playdates.

●

"Seventeen" magazine and Universal-International, after a successful tieup in Cincinnati, launched a similar promotion for "Louisa" in New York. Posters were distributed to newsstands throughout Manhattan and distribution trucks were bannered. Almost 2,000 bulletins announcing the tieup were sent to newsdealers. A scene from the picture showing Piper Laurie reading a copy of "Seventeen" served as a pictorial tieup.

"Seventeen also announces "Cyrano de Bergerac" has been selected its "Picture of the Month" for January.

●

The Dec. 5 issue of *Look*, now on the stands, carries four film stories, including a review of "Harvey" and articles devoted to Bob Hope, Arlene Dahl and Esther Williams, whose picture adorns the front cover. Warner has a full page ad for "The West Point Story" and M-G-M runs the "Lion's Roar" column in the issue.

●

Frances (Mrs. Samuel) Goldwyn tells how to stay married in Hollywood, in a by-line article in the *Woman's Home Companion* for December, just out. Piece is entitled "Dear Sam: Do You Remember?" and recounts the memories that were celebrated on their 25th wedding anniversary. She says in her opening paragraph, "This is the first letter I've ever written you, for we've never been separated long enough for letter writing and we have no secrets from each other."

Readers of the *Companion,* and plenty of those who write by-line film columns or read the news of the industry, will enjoy her silver anniversary letter to "Dear Sam." Any psychologist would have to read it twice, though. The first time is all for fun and laughs.

●

***Esquire* for December lists its choice of the 10 best pictures of the year, as follows: "Asphalt Jungle," "Sunset Boulevard," "Treasure Island," "No Way Out," "Bicycle Thief," "Kind Hearts and Coronets," "Annie Get Your Gun," "The Winslow Boy," "Hasty Heart" and "City Lights." The list is selected with particular emphasis for their appeal to male tastes.**

●

"King Solomon's Mines" and "Kim" will be given special advertising by M-G-M in 14 national magazines with a combined circulation of 38,490,449. The magazines in which the copy will appear are the *Ladies' Home Journal, Saturday Evening Post* and *Woman's Home Companion,* each with more than 4,000,000 circulation; *Look, Collier's, Good Housekeeping* and *McCall's,* each with more than 3,000,000 circulation; *American* and *True Story,* with 2,000,000 each, and *Parent's, Red Book, Cosmopolitan* and *Seventeen,* which have more than 1,000,000 each.

●

Despite the fact that its pre-release engagements were accompanied by one of the most powerful national advertising and promotion campaigns ever given a picture, "Samson and Delilah," which is scheduled for general release on Jan. 15, will receive the benefit of another full-scale campaign that will equal the original pre-selling. Max E. Youngstein, vice-president in charge of national advertising-publicity for Paramount, says there will be extensive use of national magazines and local newspapers.

●

In line with the company's policy of star appearances at civic and cultural functions, William Lundigan, who appears in 20th Century-Fox's "I'd Climb the Highest Mountain" addressed 2,000 delegates to the United Council of Church Women in Cincinnati last week. He discussed the motion picture as a medium of inculcating religious ideals in American youth and drew upon his experience in making this picture which deals with the struggles of an itinerant Methodist preacher in Georgia.

●

Mike Weiss, Paramount exploiteer in the Philadelphia area, is setting a campaign with Ted Vannett of the Goldman Theatres for the world premiere of "The Goldbergs" and the opening of the new Midtown theatre. Arnold Van Leer, Paramount's Boston field man, following through with a big Prim Hosiery tieup in Boston and Providence with cooperative advertising for "Let's Dance."

—WALTER BROOKS

Set Equipment Show Plan After Holiday

Representatives of the Theatre Owners of America, Theatre Equipment Supply Manufacturers Association and Theatre Equipment Dealers Association who have been conferring on arrangements for a jointly-sponsored equipment exposition next year, have postponed until after the Thanksgiving holiday their meeting at which final plans are scheduled to be set.

Meanwhile, TESMA representatives have begun informal negotiations with Allied States Association officials with a view toward holding a TESMA-TEDA-Allied exposition in conjunction with a national Allied convention two or three years hence.

TESMA reports that the Waldorf-Astoria Hotel here has advised that it could not accommodate the exposition which would be held in conjunction with the 1951 TOA national convention other than in next July. The only other time the hotel could provide facilities is in July-August, 1952, TESMA has been informed. TOA had planned to hold its 1951 convention in New York.

A TESMA spokesman said yesterday that hereafter the equipment associations and exhibitor associations will have to plan joint expositions at least two years in advance, so monumental a task is such planning. In the past it has been TESMA's practice to plan for its own expositions at least 18 months ahead.

N. E. Power Failure Darkens 60 Houses

Boston, Nov. 20.—Electric power failure last night which blacked out Boston and several surrounding towns for one hour at 6:15 P.M., affected approximately sixty theatres. Managers reported that patrons were orderly and that no panic existed. Patrons stayed in their seats until power was restored and the shows resumed. Few asked for refunds.

TVA Pacts Curtail Kinescope Re-use

Organization of talent in television took a long step forward when Television Authority, the unit set up by five talent crafts allied with the AFL's "Four-A's," won two-year contracts with NBC, CBS, ABC, DuMont and WOR-TV.

The pacts, signed only minutes before the TV actors were scheduled to start picketing, provide for minimum wage scales, ranging from $70 for a 15-minute show, to $475 for a four-performer specialty act, and curtail the use of Kinescopes for rebroadcasts.

The contracts negotiated deal only with talent on "live" shows, as jurisdiction over television films is still being contested between the TVA and the Screen Actors Guild. The latter organization, though a member of Four-A's, refused to go along in the formation of TVA as an overall video bargaining unit.

The success of TVA in winning recognition of the right of actors to be recompensed when the original "live" show is used again through Kinescoping is seen as a factor aiding the SAG argument that TV films should also return more pay to actors when used more than once.

No direct agreement on Kinescope was reached, but the telecasters will not show a Kinescoped film for a second time without the written consent of TVA.

TOA-Depinet Talks

(*Continued from page* 1)

board and for limiting COMPO public relations activity to the national level, both of which were voted by the TOA national convention in Houston early this month.

The Gamble group met here at the weekend in full assemblage. A number of its members returned to their out-of-town headquarters on Sunday, and a few remained to continue discussions here yesterday, it is understood.

Allied Bid Proposals

(*Continued from page* 1)

and Means Committee on excess profits taxes depends on "developments of the next few days." He said that he personally did not feel the coming "Lame-Duck" session was going to pass an excess profits tax law, but that in any event whatever bill passes the House will get a thorough going-over in the Senate and Allied will concentrate its efforts on that body if the bill gets that far.

Telecasters' Pact With Ascap Effective

Telecasters have been notified that their television agreements with the American Society of Composers, Authors and Publishers of Oct., 1949, have become fully effective, Herman Finkelstein, the Society's general attorney, announced.

The television agreements for the performance of ASCAP'S [illegible]bers' works in the new entertainm[illegible] medium were originally signed with the provision that the Society obtain consents from its members representing 85 per cent of its domestic distribution for the year 1948.

In a letter to the telecasters, J. M. Collins, ASCAP sales manager, advised that the Society, having received the necessary rights from its members, had now fulfilled its obligations under the agreement with the telecasters, and that all amounts deposited by the networks and local stations with Judge Robert P. Patterson as escrow depository under their license agreements, would now be paid to the Society.

The blanket license agreements now become fully effective for the period ending Dec. 31, 1953.

TV Members of NAB To Be Autonomous

WASHINGTON, Nov. 20.—Television members of the National Association of Broadcasters will be given autonomy under a proposal adopted by the NAB board.

The TV broadcasters will elect their own board, which will set dues and policies for the TV stations. It will operate within the NAB and be administered by the NAB. The NAB board said there should be a convention in Chicago within the next month to set up further mechanics.

Lopert to Manage Latest 2 Theatres

Lopert Films, Inc., will take over the management of its two most recent theatre acquisitions this month, I. E. Lopert, president, has announced.

Both the Bijou, here, and the remodeled Ziegfeld Theatre in Chicago, will be operated by corporations in which Lopert and Astor Theatre Corp., a subsidiary of City Investing, will each have 50 per cent ownership.

RKO Cuts Prices

CINCINNATI, Nov. 20.—The first price reduction at first-run theatres here in years has been inaugurated by RKO, with a 39-cent "early bird" admission until one P. M. daily, except Sunday. Children's admissions have been reduced from 30 to 25 cents. The regular scale is from a low of 40 cents to 75 cents top.

Billy B. Van, 72

BOSTON, Nov. 20.—Billy B. Van, 72, famed comedian at the turn of the century, died at the Newport Hospital, Newport, New Hampshire. Van was lecturer, author and soap manufacturer. According to information here he was connected with M-G-M pictures when that company was founded.

Pyle Goes to Chicago

Norman Pyle has been appointed M-G-M press representative in Chicago and will assume his new duties immediately.

STAMPEDE!

ON THE SCREEN! AT THE BOXOFFICE!

SATURDAY NEW RECORD!
M-G-M's best Saturday of a 1st week in Music Hall history!

SUNDAY NEW RECORD!
M-G-M's best Sunday of a 1st week in Music Hall history!

FIRST FOUR DAYS!
M-G-M's second biggest First 4 days in Music Hall history!

RADIO CITY
-G-M'S "KING SOLOMON'S MINES" TECHNICOLOR

Motion Picture Daily November 14, 1950

Solomon's Mines' Is A Mint at the Hall

"KING SOLOMON'S MINES" GETS DAY AND NIGHT LINES!

Dramatists Pledge SWG Strike Support

Hollywood, Nov. 20.—Moss Hart, president of the American Dramatists Guild, has sent a message of support to the Screen Writers Guild in case the SWG strikes, as it threatens.

Moss, in New York, said members of his group would withhold material and refuse to work in struck studios. The SWG directorate has been authorized to call a special membership meeting within two weeks to consider a strike vote against the studios.

Carolinians on TV

(*Continued from page* 1)

atre Owners of America, said today "there can be no doubt about the impact television has made upon the nation and family life, and theatres will be using it to advantage and improve the present brand of entertainment."

Five hundred are here to attend the convention. Pinanski was one of the top theatre men to address the convention.

The first session was held this afternoon with J. B. Harvey of Clover, S. C., president, presiding. H. D. Hearn of Charlotte was temporary chairman. An address of welcome was given by Mayor Victor Shaw. Harold Armistead of Easley, S. C., will respond. Roy L. Smart of Charlotte introduced guests.

Addresses were given by Pinanski; A. W. Schwalberg, president, Paramount Film Distributing; N. L. Halpern, TOA television consultant of New York, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

20th Sales Meets

(*Continued from page* 1)

Meeting with them in Chicago were division chiefs Herman Wobber, West; Edwin W. Aaron, Mid-west and Ray Moon, Central.

Among the pictures discussed were "American Guerrilla in the Philippines" and "For Heaven's Sake," to be released in December; "Halls of Montezuma," "The Mudlark" and "The Man Who Cheated Himself," for January; "I'd Climb the Highest Mountain," "The Scarlet Pen" and "The Sword of Monte Cristo," February, and "Call Me Mister," "Follow the Sun" and "The House on Telegraph Hill," for March.

Unit Booking Plan

(*Continued from page* 1)

summer, MPPA's Eric Johnston predicted the ending of the plan which requires the booking of two American films as a program unit, rather than an American and a British film.

It is being predicted here that the abandonment of the plan will be announced at the banquet which the Motion Picture Association of America and the Society of Independent Motion Picture Producers are giving Somervell the week after next, following the signing of the agreement.

Somervell sails for New York on Saturday on the *Mauretania,* due in America Dec. 1.

Reviews

"Dallas"

(*Warner Brothers*)

GARY COOPER mounts the saddle again in a top-grade outdoor action drama. Generous production values, including Technicolor, support the film which makes a bid for attractive business. Ruth Roman keeps the feminine banner flying and support comes from Steve Cochran and Raymond Massey, as the villains; and Leif Erickson, a fledgling marshal. It is good Western entertainment all around, even though the story is worked out within the standard pattern.

With the period just after the Civil War, Cooper portrays a Confederate colonel whose guerrilla activities have resulted in the Federal government putting a price on his head. He goes to Dallas to hunt down brothers Massey, Cochran and Zon Murray who have looted and ruined his home and fortune. En route, Cooper has a chance meeting with Erickson the new marshal from Boston and exchanges identity with him. Erickson also is en route to Dallas to marry his girl, Miss Roman. When Cooper gets his first glimpse of her, he decides to work the identity switch in more respects than one.

In the early phases of the story Murray tries to ambush Cooper, with disastrous consequences. The score is now one down and two to go. It becomes a clever two-way cat-and-mouse game as Cooper pursues his prey and they, in turn, pursue him. Punctuating these activities are bursts of gunplay and fisticuffs with the outdoor scenery forming an interesting background for the hostilities. In time, Cooper corners Cochran and brings an end to his depredations. The final elimination of Massey becomes a minor battle.

The romantic cross currents between Cooper and Erickson for Miss Roman's hand wind up in Cooper's favor.

Anthony Veiller produced and Stuart Heisler directed from the screenplay by John Twist.

Running time, 94 minutes. General audience classification. Release date, Dec. 30.

MANDEL HERBSTMAN

"One Too Many"

(*Hallmark*)

ALCOHOLISM, its impact on family life and the various possible methods of treatment are depicted in an earnest and thought-provoking film produced by Kroger Babb with Ruth Warrick in the role of the unfortunate alcoholic whose fight against the disease forms the story about which the picture is concerned. Although the action is inclined to drag, box-office exploitation is likely to pay off, the subject matter lending itself aptly to endorsement by and tie-ups with Alcholics Anonymous, churches of all faiths, doctors, women's organizations of all types and other interested groups.

Malcolm Stuart Boylan's script, from a story by producer Babb cast Miss Warrick as the wife of a small town newspaper reporter. An alcoholic, categorized in dialogue as a compulsive drinker, she fights against her habit unsuccessfully through a series of incidents threatening the welfare of her family, and is shown at the picture's end having been helped by Alcoholics Anonymous, although declaredly not cured. Incidents include a narrow escape from death in a car ride, confinement in a sanitarium and a hospital, and a drunken affront to her husband's employer..

Richard Travis, Ginger Prince, Rhys Williams, Onslow Stevens and Thurston Hall play the principal roles and the picture offers Erne Westmore in a brief bit as himself, the Harmonaires in three vocal numbers, Louis Da Prom in a dance routine with Miss Prince, and the Carlos Molina orchestra. Erle C. Kenton directed. William Stephens was associate producer.

Running time, 105 minutes. General audience classification. Release date, Jan. 1, 1951.

New York Grosses

(*Continued from page* 1)

the second week of "Mines," together with the Music Hall's stage presentation. Friday through Sunday gave the Hall a tally of $86,000.

"Trio" is still corraling capacity business at the Sutton, with the sixth week's take put at $14,800.

"Breakthrough" started off well enough at the Strand, where the stage bill is headed by singer Mimi Benzell; Friday through Sunday brought in $30,000 and the initial week is expected to register $65,000.

First week of "Copper Canyon," plus a stage show topped by Dick Contino, brought the Paramount a so-so $55,000. At the Mayfair, "Rio Grande" got off to a satisfactory start, with $30,000 indicated for the first stanza.

At the Astor, "American Guerrilla in the Philippines" has fallen off, with $23,000 due for the second week following an opening week's gross of $48,000. Also unimpressive is "Harriet Craig" at Loew's State, where a third week's $18,000 marks a drop of $10,000 from the second week's gross.

Approximately $15,000 is seen for the second week of "Tripoli" at the Globe. This is fair business. "Never a Dull Moment" will open today at the Rivoli where a weak $10,000 was recorded for the second stanza of "Undercover Girl." "The Jackpot" will open tomorrow at the Roxy, where a fair $52,000 is indicated for the final five days of "All About Eve," with a stage and ice revue. The five weeks and five days run of "Eve" is expected to add up to a total gross of $550,000.

"Two Weeks with Love" will bow in at the Capitol on Thursday. Second and final week of "Devil's Doorway," together with a stage bill headed by Tommy Dorsey's band, will bring an estimated $42,000; first week brought $53,276.

"The Red Shoes," following a continuous run of 107 weeks at the Bijou, ended last Wednesday, and will take up residence at the Victoria today under a continuous performance and popular price policy. "State Secret" recorded a satisfactory $9,000 for its eighth and final week at the Victoria. "Right Cross" is disappointing at the Criterion, with only $16,000 indicated for the first week.

Profits Tax

(*Continued from page* 1)

should be used instead, and that in any event, the tax increase should not be retroactive.

A similar stand was taken by the Radio-Television Manufacturers Association. Robert C. Sprague, RTMA president, said the Association's members would prefer a straight corporate boost to an excess profits tax. The latter tax would especially hit his industry, he declared, because the 1946-49 base period was a time of pioneering and preparation for television set manufacturers and their suppliers, and would not be a fair base. He said if Congress insisted on an excess profits tax, it should allow all "growth" companies—those whose 1950 earnings are at least 50 per cent greater than 1949 earnings—to have an excess profits tax credit at least as high as business in general, or one of 62 per cent of 1950 earnings.

Democrats on the Ways and Means group plan to finish hearings Wednesday and start executive sessions Friday. They hope to have a bill through the House by Dec. 6 or 7.

Even though this is far earlier than expected, it is believed that it is still not early enough for Senate action at the coming short session.

John A. Kennedy, representing the Television Excess Profits Tax Committee, a group of independent TV broadcasters, urged deferring any excess profits tax on television income until telecasting "has developed to a point where the application of the law will be fair, practical and equitable."

He pointed out that television has been developing so far and that broadcasters have no normal earning period to use as a base. Moreover, he said, an invested capital base is equally inadequate because television profits are based not on investment but on service.

Artigues Resigns Gulf Allied Post

NEW ORLEANS, Nov. 20. — M. J. Artigues, general manager of Allied Theatre Owners of the Gulf States, has resigned. No announcement of a successor has been made by organization officials.

Gulf States' Allied's annual convention will be held at the Roosevelt Hotel here on Dec. 5 and 6. Film clinics patterned after those held at the Allied national convention in Pittsburgh will be highlights of the meeting. Guest speakers will include Trueman Rembusch, national Allied president; Max Youngstein, vice-president of Paramount Pictures Distributing Co.; Sam Shain, exhibitor and trade relations director for 20th Century-Fox, and H. M. Richey of Loew's, Inc.

Martin, Lewis Boost 'Chicago's' Grosses

CHICAGO, Nov. 20.—Personal appearances by Dean Martin and Jerry Lewis are giving the Chicago Theatre its "biggest week this year." Balaban and Katz officials estimate the theatre will take in between $70,000 and $80,000 for the week. Twenty-one thousand persons saw the show on Saturday alone.

etroit Theatres' 20,000 Contest tarts Paying Off

ETROIT, Nov. 20.—At the half-way rk of its 10-week span, the Detroit atres' $20,000 "Why I Like the ovies" contest is beginning to show inite results.

Requ[illegible] for entry blanks at the 122 ticip[illegible] theatres are increasing in nber. Much of the benefit of the ntest is expected to be derived from $40,000 advertising campaign ich accompanies it.

The contestants must see at least ht pictures in the 10-week period, swer questions concerning them m blanks furnished by the theatres, mit their ticket stubs and write in words or less "Why I Like the ovies." Prizes range from Chrysler nvertibles and mink coats down ough refrigerators, washers and ycles.

Circulation of the entry blanks, fea- ing the illustrated questions for h of 28 outstanding feature releases regarded as one of the prime bene- . to theatres of the contest. E. R. oltz, whose Century Theatre is a rticipant in the contest, describes entry blank as "a beautiful 'menu' what Detroit theatres are offering rons this fall. This is something t no single theatre could put out, cause if it did so it would be ad- rtising more of its competitors' pic- es than its own," he adds.

Earl Hudson of United Detroit eatres and Lew Wisper of W. and . Theatres report requests for entry nks to be increasing as the con- t gathers momentum.

Dave Idzal, chairman of the contest nmittee, and Sam Barrett of Co- erative Theatres of Michigan said effects of newspaper and radio ad- rtising and of trailers are beginning gather impetus. "We feel certain t anyone who attends eight movies 10 weeks is going to learn how od movies are now, will develop the ovie habit."

Others expressed the view that this ntest is an effective answer to evision and radio giveaways and is ective public relations for the city's eatres.

egion Reviews Ten; ll in Class 'A'

The National Legion of Decency s reviewed and classified 10 more ms, all falling in Class "A," section e or two.

Under section one, morally unob- ctionable for general patronage, are e following: "Cherokee Uprising," onogram; "North of the Great ivide," Republic; "Raiders of Toma- wk Creek," Columbia; "Rustlers on orseback," Republic.

Under section two, morally unob- ctionable for adults, are: "American uerrillas in the Philippines," 20th entury-Fox; "Dallas," Warner; Holiday Rhythm," Lippert Produc- ons; "Katie Did It," Universal-In- rnational; "Prelude to Fame," U-I; Southside 1-100," Allied Artists.

ociety Changes Name

OTTAWA, Nov. 20.—Supplementary tters patent have been issued here Secretary of State of Canada to e National Film Society of Can- la changing the corporate name to anadian Film Institute.

Reviews

"The Tougher They Come"

(Columbia)

SOME good old-fashioned exploitation angles are offered in "The Tougher They Come," a formula-made action melodrama. Centering around lumber camp activities, it abounds in such scenes as a huge forest fire, a collapsing trestle with a locomotive passing over it, and some hard-swinging fisticuffs. The story in most respects runs a standard course.

Preston Foster and Wayne Morris head the cast as two buddies. A mutual girl friend, Kay Buckley, decides to marry the former when she learns that he has inherited a lumber camp. Out to the camp they go and in time Miss Buckley learns how monotonous camp life can be. Eventually however, when a crisis strikes, she proves her loyalty. Along with this theme the story develops the angle of a rival lumber combine seeking to buy Foster's camp at a ridiculously low price. When they cannot buy, they set out to sabotage the camp. It is about this time that Foster persuades his buddy, Morris, to work at the camp. It takes some time for Morris to ferret out the villain at the camp and expose him. There are instigated frictions between Morris and Foster, but it all turns out well, especially for Morris who wins the hand of Gloria Henry, the daughter of the camp chef.

Produced by Wallace MacDonald, the film has a sepia tint. Ray Nazarro directed, from the screenplay by George Bricker.

Running time, 69 minutes. General audience classification. For December release.

M. H.

"Counterspy Meets Scotland Yard"

(Columbia)

BASED on the Phillip H. Lord radio program, "Counterspy," this detective story about an Anglo-American counter-espionage effort to prevent the agents of a hostile power from stealing guided missile secrets betrays its roots by being excessively conversational. What action there is, however, is brisk enough, but it is saved for the climactic scenes wherein U. S. counterspy David Harding (Howard St. John) and Scotland Yard's Simon Langton (Ron Randell) succeed through scientific knowledge and their own fortitude in bringing about the downfall of a ring of spies headed by a psychiatrist. The doctor secures information about the guided missile tests from a secretary connected with the testing reservation by putting her, as a patient, under the influence of a drug that makes her talk. A romance develops between the secretary (Amanda Blake) and the British agent during the course of the plot unfoldment.

Performances are quite good, under the direction of Seymour Friedman. Supporting roles are filled by June Vincent, Fred Sears, John Dehner, Lewis Martin and others. The story and screen play are by Harold R. Greene. Wallace MacDonald produced.

Running time, 67 minutes. General audience classification. February release.

CHARLES L. FRANKE

"Paper Gallows"

(Adelphi Films-Eagle Lion Classics)

"PAPER Gallows," made in Britain by Adelphi Films and released here by Eagle Lion Classics, is a spotty production, ranging from moments of excellent suspense to downright mediocrity. The basic situation—a crime author turned psychopathic killer—has been used before to better effect, but the resultant film should prove satisfactory to audiences who are not too critical of plot values.

Produced by Robert Jordan Hill and John Guillermin, and written and directed by the latter, the picture uses angled shots, much camera movement and weird sound effects, etc., in an attempt to make the grade.

The story has a pair of brothers, both authors of crime novels, one a fine, upstanding gentleman and the other a moody neurotic who ostensibly tries to create a faked version of the crime he will write about, to gain realism. Both are in love with their secretary. When an ex-convict visitor disappears, the psychopath is immediately suspected of doing away with him, which he has, although there is no corpse to prove it. After a lot of talk which is most unrealistic, and more over-dramatics, in the denouement, the killer tries to murder the secretary. Naturally, her boy friend arrives in the nick of time and the murderer is left for the police to get him.

The picture has its moments, especially where the killer is tracking the secretary and trying to tie a noose around her neck. The acting, by Dermot Walsh, Rona Anderson and John Bentley is adequate.

Running time, 68 minutes. General audience classification. November release.

Dezel Closes 20-Film Deal With Favorite

Albert Dezel has consummated a distribution deal with Moe Kerman of Favorite Films for the Chicago, Milwaukee and Detroit territories on 20 Zane Grey features formerly distributed by Paramount, Dezel reports.

The first dual unit, made up of "Hell Town," starring John Wayne, and "Buffalo Stampede," starring Randolph Scott, has been booked into the RKO Grand, Chicago, and has been sold to Great States.

Berkeley Musical Set By Wald and Krasna

Wald and Krasna have closed a deal with Busby Berkeley for a story based on his life and centered around the problems of making a musical for the screen. The picture, to be filmed at RKO Radio's Coast studio in color early next year, will be called Busby Berkeley's "All the Beautiful Girls" and will be directed by the dance director following completion of the musical numbers in RKO Radio's "Two Tickets to Broadway."

Designates National 'Monogram Week'

Hollywood, Nov. 20.—The week of Feb. 11-17 has been designated "National Monogram Week" by Morey Goldstein, general sales manager. The sales campaign slogan will be a "Monogram subject on every screen in the nation."

Spring Expands London MGM Meet

To increase the effectiveness of M-G-M's European sales and publicity convention in London starting on Dec. 11 for "King Solomon's Mines," Morton A. Spring, vice-president of Loew's International, has decided that in addition to sales managers, five publicity chiefs of territories in Europe will also attend. Each of the five supervises, under home office direction, will promote campaigns in his own and neighboring countries.

The convention will be presided over by David Lewis, sales manager of Continental Europe, North Africa and the Middle East. Managers of 14 M-G-M territories will attend. Also attending will be publicity chiefs Ake Ahlin, of Sweden, who additionally supervises campaigns in Denmark, Finland and Norway; R. Javaloy, of Spain, who will also supervise in Portugal, Spanish Morocco and Tangiers; Bruno Beneck, of Italy, who will also supervise in Greece and the Near East; Nadia Marculescu, of France, also for Belgium, Switzerland and Holland; and Dr. Kurt Simon, Germany, who will also supervise the campaign in Austria.

Poe in London to Launch Expansion

LONDON, Nov. 20.—Seymour Poe, of Sol Lesser Productions, Inc., has arrived here from New York on the first leg of a European tour which will take him to Germany, France, Austria and Italy in connection with the world-wide day and date release of Sol Lesser's "Tarzan's Peril," an RKO Radio release.

In London, Poe will install Jack Osserman, former RKO Latin-American chief and U. S. district manager, as supervisor of Sol Lesser Productions in Great Britain. Also on Poe's agenda are talks with producer James Carreras, with whom Lesser has concluded a reciprocal production arrangement. Lesser will supply stories and American stars for nine pictures to be made in England next year.

The widely-expanding Lesser production facilities are also taking root in Nairobi, Kenya, British East Africa, where "Tarzan's Peril," was produced for RKO Radio release. Permanent facilities have been set up in BEA, with plans calling for the production of all future Tarzan films.

"Tarzan's Peril" will be released simultaneously in key cities internationally in March.

Mamula Joins Ad Firm

Nick Mamula, former publicist for the Selznick Releasing Organization here, has joined the publicity department of Campbell-Ewald.

RKO Presidents

Ned E. Depinet, RKO Pictures

Sol Schwartz, RKO Theatres

RKO Divorce

(*Continued from page* 1)

new picture company are: Howard Hughes, Dietrich, Francis J. O'Hara, Jr., Washington attorney; Depinet and Walker.

Officers of RKO Theatres Corp., also formed recently in Delaware, are: Sol Schwartz, president; William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, secretary; Oliver R. McMahon, comptroller; Edward W. Avery, Harold E. Newcomb, John E. Redmond and Alex E. Reoch, assistant treasurers; Louis Joffe and Milton Maier, assistant secretaries.

The top officers of both new companies have been associated with RKO in like capacities for some time.

Directors of the new theatre company are: Maurice H. Bent, investment banker associated with Merrill Lynch, Pierce Fenner and Beane; James T. Brown, vice-president of Mellon National Bank and Trust Co., Pittsburgh; J. P. Dreibelbis, vice-president of Bankers Trust Co.; Ben-Fleming Sessel, vice-president of Irving Trust Co., and Sol Schwartz.

With consummation of the company's divorcement plan under the terms of the consent decree entered into with the government and approved by the company's stockholders, the new companies will respectively acquire from RKO its picture producing and distributing assets and its theatre operating assets. Their stocks will be delivered to present RKO stockholders on the basis of one share of each of the new companies for every share of RKO's presently outstanding stock.

The new companies have authorized the filing forthwith of applications to list their common stock on the New York Stock Exchange and to register such stock with the Securities and Exchange Commission.

Hughes, who owns 23 per cent of the present RKO stock, a controlling interest, is required by the decree either to dispose of or trustee his interest in the theatre company on or after Jan. 1.

Para. Will Release 'War with the Army'

Paramount reports that it will distribute "At War with the Army," starring Dean Martin and Jerry Lewis.

The film, which will be released next spring, is the joint production of York Productions and Screen Associates.

"Another Great 'First'"

Mr. Martin Quigley,
1270 6th Avenue,
New York, N. Y.

Universal City, Calif.

Dear Martin:

I wish to congratulate you, and through you the entire Quigley organization, for your enterprising journalism in launching the *Air Mail Edition* of *Motion Picture Daily.*

During the past month I have looked forward to Tuesdays since it has generally meant the same day delivery of *Motion Picture Daily* out here on the Coast. I have found overnight delivery of the paper of extreme value in bringing me in closer contact with general industry events.

I would also like to congratulate you on the greater emphasis being given in the *Air Mail Edition* to motion picture company promotions in the Natonal Pre-Selling column.

I am certain that I echo the sentiments of the Universal-International executive family out here when I say you have achieved another great "first" in this bid to bring the West Coast and East Coast segments of the industry as close as a transcontinental airplane flight.

Yours sincerely,
DAVID A. LIPTON,
Director of Advertising and Publicity,
Universal-International Pictures.

Protests 'Box Top' Shows in Theatres

Little Rock, Nov. 20.—The ITO of Arkansas has issued a special bulletin to theatre owners informing them of a promotion plan scheduled by The Le Blanc Corp. of Lafayette, La., makers of Hadacol tonic, for morning shows on Dec. 23 in 600 to 1,000 cities, with Hadacol box tops as the price of admission.

The bulletin urges exhibitors to refuse to make their theatres available for the shows unless they are paid for on a basis which will permit them to make a profit. Sam Kirby, president of ITOA, said the films to be shown at the box top admissions are a Hopalong Cassidy Western and a Woody Woodpecker cartoon from United Artists. In addition, Hadacol will distribute gifts to children, using a Santa Claus character.

Local radio stations on which Hadacol uses time in 24 states are being enlisted to arrange for the shows, including the lining up of theatres. In addition to the circulation of its bulletin to exhibitors, ITOA also wrote to Senator Dudley J. Le Blanc, Hadacol president, stating: "If theatres fit into your promotional plan, I am sure you can make a deal to purchase screen advertising or buy out a theatre for a special show, but we do not intend to give our business away to Hadacol or to anyone else for commercial purposes."

Industry to Salute Rogers Memorial

The entertainment industry's Christmas Salute to the Will Rogers Memorial Hospital, at Saranac Lake, N. Y., will be launched today with the unveiling of a life-sized portrait of Will Rogers.

Leaders of the entertainment world, executives, stars and producers, will be on hand for the unveiling of the portrait to take place in the Columbian Room of the Hotel Astor. Robert Mochrie, RKO sales vice-president and national chairman of the event, will preside and Spyros P. Skouras, president of 20th Century-Fox, and member of the hospital board, will speak.

German Firm, Lesser To Co-Produce Film

Production of "The Sixth Column," latest in the series about Upton Sinclair's omnipresent and omniprescient Lanny Budd, will serve as an important contribution to the goodwill of the German film industry toward the U. S., Erich Pommer, veteran producer, said here yesterday.

The film, a co-production of Sol Lesser and a German company, CCC Films, will begin shooting in April or May, Pommer said, and will have a mixed cast of Germans and Americans. They will use both German and American techinicians, and it will be made in German and English language versions.

Pommer is here to begin preliminary work on the film, assisted by Fritz Rotter, a writer. He has been in Washington seeking the cooperation of the Army and the Treasury Department, as the story deals with counterfeiters.

The production budget is set at approximately $300,000, Pommer said, and release will be sought after its completion, as is the practice of Lesser.

Johnston Attends 2 Coast Parleys Today

Hollywood, Nov. 20.—Eric Johnston, president of the Motion Picture Association of America, will brief major studio heads on the foreign situation and other matters at a special meeting of the Association of Motion Picture Producers directorate tomorrow afternoon, and will attend a meeting of the Motion Picture Industry Council tomorrow night.

The council will hear a report on the Council of Motion Picture Organizations' executive committee meeting from delegates who attended, and is expected to appoint a special committee to study ways and means of combatting Communism. Such a committee study would include further consideration of the formulation of an all-industry loyalty oath, but no immediate decision regarding the oath project or its actual text is anticipated.

Want More 'A's

(*Continued from page* 1)

eral of those who were present at the meeting already have moved in this direction.

If the committee is appointed—it will be decided at another meeting to be called later—it is not unlikely that the company presidents thereafter will be asked to call a general meeting including themselves, their production heads and their sales managers to confer with the circuit men who sponsor the idea in an effort to arrive on mutually satisfactory ground.

The Hotel Astor meeting, second of what appears likely to develop into a series, was an offshoot of the hush-hush dinner sponsored by Fabian at the TOA convention in Houston. On its agenda Friday was a long discussion about television and methods of meeting the competition it offers theatres.

While no decision was made, the possibility of developing a mass order of theatre-size television equipment was aired. It was felt that, if exhibitors will commit themselves to an order totaling 500 sets, TV equipment manufacturers will be interested sufficiently to unwind the price and, perhaps, reduce it to approximately $8,000 or $9,000 per theatre.

Industry Aiding US Overseas Program

Washington, Nov. 20.—The motion picture industry is giving "excellent cooperation" in the U. S. State Department's program to expand its overseas information program, a Department official said.

Negotiations are now under way, he declared, with several major studios to produce shorts with a documentary-type message but still using Hollywood entertainment techniques. This would be the first time since the war, it is understood, that Hollywood has turned out films specially for the "Voice" program.

Moreover, the industry has cooperated in making existing shorts available when suitable for the program and in supplying footage for State-made subjects. This official said that over 500 prints in 30 different languages were in circulation overseas on the Korean War and 400 to 500 prints of the President's speeches at San Francisco and Lake Success.

Tom Duane of SRO Joins Schlaifer

Tom Duane, New England district manager for Selznick Releasing Organization, has joined the Jack Schlaifer Organization as Eastern division manager.

Duane formerly was connected with Paramount Pictures for 22 years, entering the Armed Services in 1942, serving four years in the Air Forces, separating with the rank of major.

Roxy Discount Tickets

Exchange tickets, good for a 25-cent discount week days during the two weeks' Roxy Theatre engagement of "The Magnetic Tide," Mrs. Dorothy Silverstone's picture about Israel, are being distributed to members of Jewish organizations in New York. "The Jackpot," starring James Stewart, is the main attraction on the program which opens tomorrow.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L	WARNERS	LIPPERT
Oct. 15	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)	THE SECOND FACE Ella Raines D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D—91 min. (Rev. 10/4/50)	MODERN MARRIAGE R. Hadley D—66 min. (Rev. 4/6/50)	(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	HIT PARADE OF 1951 John Carroll Marie McDonald MC-85 min. (Rev. 10/20/50)	WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50)		(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)	THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	BORDER RANGERS Don Barry O—57 min. (Release: 10/6/50) (Rev. 10/10/50)
Oct. 22	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie D—79 min. (Rev. 10/13/50)	KANGAROO KID Jack O'Mahoney D—73 min.	THE MINIVER STORY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.		RUSTLERS ON HORSEBACK Allan Lane O—60 min. (Rev. 11/15/50) MACBETH Orson Welles D—107 min. (Rev. 10/8/48)	MAD WEDNESDAY Harold Lloyd Frances Ramsden C—89 min. (Rev. 2/18/47)	MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50)		WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)		
Oct. 29	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50) BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	PREHISTORIC WOMEN Laurette Luez Allan Nixon D BORDER OUTLAWS Spade Cooley O	THE NEXT VOICE YOU HEAR James Whitmore Nancy Davis D—83 min. (Rev. 6/7/50)	BLUES BUSTERS Leo Gorcey D—64 min.	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)		JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D-145 min. (Rev. 10/20/48)	NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50)		WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D—77 min. (Rev. 10/4/50)	GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	HOLIDAY RHYTHM All-Star Cast Two versions, M—60 min. and 70 min. (Rev. 10/3/50) (Release 10/13/50)
Nov. 5	RAIDERS OF TOMAHAWK CREEK Charles Starrett O—55 min. (Rev. 11/9/50)	SUN SETS AT DAWN Sally Parr D—71 min. (Rev. 11/9/50)	DIAL 1119 Marshall Thompson Virginia Field D—75 min. (Rev. 9/28/50)	JOE PALOOKA IN THE SQUARED CIRCLE Joe Kirkwood D	CASSINO TO KOREA (Documentary—58 min.) (Rev. 9/26/50)			I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)	(Gloria Films) THREE HUSBANDS Eve Arden Emlyn Williams C—78 min. (Rev. 11/9/50)			BANDIT QUEEN Barbara Britton Willard Parker D (Release: 12/15/50)
Nov. 12	(Nov. Releases) HARRIET CRAIG Joan Crawford Wendell Corey D—94 min. (Rev. 10/27/50)	THEY WERE NOT DIVIDED Edward Underdown Ralph Clanton D	TWO WEEKS—WITH LOVE (Color) Jane Powell Ricardo Montalban MD—92 min. (Rev. 10/11/50)	(ALLIED ARTISTS) SOUTHSIDE 1-1000 Don DeFore Andrea King D—73 min. (Rev. 10/13/50)		RIO GRANDE John Wayne Maureen O'Hara O—105 min. (Rev. 11/2/50) NORTH OF THE GREAT DIVIDE (Color) Roy Rogers O-67 min.	STORY OF A DIVORCE Bette Davis Barry Sullivan D			(Nov. Releases) THE MILKMAN Donald O'Connor Jimmy Durante C—87 min. (Rev. 10/10/50)	ROCKY MOUNTAIN Errol Flynn Patrice Wymore O—83 min. (Rev. 10/3/50)	
Nov. 19	EMERGENCY WEDDING Larry Parks Barbara Hale C-D—78 min. (Rev. 11/10/50) PYGMY ISLAND Johnny Weismuller D—69 min. (Rev. 11/9/50)	ROGUE RIVER (Color) Rory Calhoun D			(Nov. Releases) TRIPOLI (Color) Maureen O'Hara John Payne D—95 min. (Rev. 10/6/50)	UNDER MEXICALI STARS Rex Allen O—67 min.	NEVER A DULL MOMENT Irene Dunne Fred MacMurray C—89 min. (Rev. 10/31/50)	(Nov. Releases) ALL ABOUT EVE Bette Davis Anne Baxter C-D—138 min. (Rev. 9/13/50)		DEPORTED Marta Toren Jeff Chandler D—88 min. (Rev. 10/20/50)		
Nov. 26	THE BLAZING SUN Gene Autry O—70 min. (Rev. 11/9/50) THE TEXAN MEETS CALAMITY JANE (Color) O—71 min. (Rev. 10/18/50)	GOLDEN SALAMANDER Anouk Trevor Howard D—96 min. THE TAMING OF DOROTHY Robert Beatty Jean Kent C—75 min. (Rev. 11/13/50)	KING SOLOMON'S MINES (Color) Deborah Kerr Stewart Granger D—105 min. (Rev. 9/26/50)	OUTLAW GOLD Johnny Mack Brown O	LET'S DANCE (Color) Betty Hutton Fred Astaire M—112 min. (Rev. 8/11/50)	THE MISSOURIANS Monte Hale O		THE JACKPOT James Stewart Barbara Hale C—85 min. (Rev. 10/2/50)		KANSAS RAIDERS (Color) Audie Murphy Brian Donlevy O—80 min. (Rev. 11/9/50)	WEST POINT STORY James Cagney Virginia Mayo MC—107 min. (Rev. 11/14/50)	
Dec. 3	CHAIN GANG Douglas Kennedy D—70 min. (Rev. 10/10/50)	PAPER GALLOWS Dermott Walsh Rona Anderson D—68 min. TWO LOST WORLDS Laura Elliott D		(ALLIED ARTISTS) SHORT GRASS Rod Cameron O				TWO FLAGS WEST (Color) Joseph Cotten Linda Darnell D—92 min. (Rev. 10/10/50)				
Dec. 10	(Dec. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min.	MR. UNIVERSE Jack Carson Bert Lahr C SO LONG AT THE FAIR Jean Simmons D	MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)	OUTLAWS OF TEXAS Whip Wilson O-58 min.		TRAIL OF ROBIN HOOD (Color) Roy Rogers Penny Edwards O CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min.				(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50)	BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 17	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50) THE TOUGHER THEY COME Preston Foster Wayne Morris D			CALL OF THE KLONDIKE Kirby Grant Chinook O	(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	ROUGH RIDERS OF DURANGO Allan Lane O		(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50)		MYSTERY SUBMARINE Macdonald Carey Marta Toren D		
Dec. 24	LIGHTNING GUNS Charles Starrett Smiley Burnett O	MY BROTHER, THE OUTLAW Mickey Rooney Wanda Hendrix D		TRAIL DUST Wayne Morris O			VENDETTA Faith Domergue D	FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C				

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)

MOVIETONE NEWS IS FIRST!

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ERAGE WITH ON-THE-SPOT
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IT HAPPENS IN 56 NATION
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FIRST... WIT
AUDIENCES EVERYWHERE

For the Top-O'-the-News
Book MOVIETONE NEWS!

There's No Business Like 20th CENTURY-FOX *Business!*

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 99 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 22, 1950 TEN CENTS

IATSE Moves For Pay Hike At Exchanges

6,000 Involved in Wage Talks Underway in N. Y.

Negotiations have opened in New York between IATSE representa-ives and a distributors' committee on new union contracts to cover ome 6,000 film exchange employes in 32 exchange cities. The existing two-year contracts will terminate on Dec. 1.

The "IA" is understood to be intent on securing under new pacts wage increases at least equal to those that were won under the current contracts. When the companies and the union signed the present agreements in March, 1949, after nearly four months of talks,

(Continued on page 4)

20th-Fox Earnings Are $6,595,723 In 39-Week Period

Consolidated net earnings of $6,595,723 for the 39 weeks ending Sept. 30, 1950 were reported here yesterday by 20th Century-Fox and all its subsidiaries, including National Theatres and Roxy Theatre. The comparable figure for 1949 was $8,200,013.

The figure includes $2,401,210 representing previous earnings frozen abroad and now converted into dollars.

Theatre receipts for the 1950 period were $45,146,380, compared with

(Continued on page 4)

Skouras, Mochrie Start Rogers Drive

The entertainment industry launched its multi-million-dollar fund drive for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., yesterday at the Hotel Astor with Spyros P. Skouras, president of 20th Century-Fox, and Robert Mochrie, RKO Radio sales vice-president, appearing before newsreel cameras as they accepted a full-length portrait of the late humorist.

The portrait, painted by Clarence C.

(Continued on page 2)

Salesmen's Convention to Sound Call for Pay Hike

MILWAUKEE, Nov. 21.—Plans of the Colosseum of Motion Picture Salesmen of America to seek salary adjustments to meet increased living costs will be one of the main topics of discussion at the union's annual convention scheduled for Dec. 2-3 at the Netherland Plaza Hotel, Cincinnati, it was indicated today by Colosseum general counsel David Beznor.

Existing contracts with major distributors expires on April 15, 1951. The convention will also discuss plans to strengthen the salesmen's security and generally to improve employment conditions, it was disclosed by Beznor, who recently criticized sales managers who allegedly failed to support

(Continued on page 2)

New TV Syndicate to Produce, Distribute

CHICAGO, Nov. 21.—At a meeting of 12 telecasters at the Ambassador Hotel here a corporation was formed to produce and distribute films and newsreels for TV stations, it was announced today by Harrison Dunham, manager of station KTTV, Los Angeles, spokesman for the group.

The corporation, backed primarily by newspaper-owned TV stations, includes KTTV, Los Angeles; KRON-TV, San Francisco; WSB-TV, At-

(Continued on page 2)

Cinema Prod. to Set Distribution Today

The board of directors of Cinema Productions is scheduled to meet in New York today to round out the company's plans for the production of four three-dimensional pictures in co-operation with Cinerama Corp., and to reach a decision on a distributor for at least the first of the four.

All four films, which will be financed by Bankers Trust and the many exhibitors and circuit executives who are members of Cinema Produc-

(Continued on page 4)

Unemployment Up In U. K. Studios

LONDON, Nov. 21.—Studio unemployment continues on the increase here with 742 members of the Association of Cine and Allied Technicians union unemployed at the end of October, an increase of 68 over the previous month.

Since Nov. 1, 32 additional workers were laid off at Warner's Teddington studio following completion of "Captain Horatio Hornblower." Key production and maintenance staffs are

(Continued on page 2)

Theatre TV Sport Tests Successful: John Balaban

District Managers Of RKO to Meet

Robert Mochrie, RKO Radio sales vice-president, has called all RKO district managers in the U. S. and Canada to a meeting here on Monday, Dec. 4, probably running through Dec. 6.

Among those to attend are: R J. Folliard, Eastern district; M. E. Lefko, East Central; H. H. Greenblatt, Midwest; A. L. Kolitz, Rocky Mountain; J. H. McIntyre, West; L. S. Gruenberg, Metropolitan; David Prince, Southeast; Ben Y. Cammack, Southwest, and Leo M. Devaney of Canada.

By DAN BLUE

CHICAGO, Nov. 21.—"Theatre television is a success," said John Balaban, president of Balaban and Katz, following the fifth and final big screen telecast of "Big Ten" football games in the circuit's State Lake and Tivoli theatres.

At the State Lake, attendance jumped steadily each week, rising from approximately 1,000 for the first game to 1,200 for the second, 1,500 for the third, 1,800 for the fourth, and all 2,700 seats were filled for the fifth. The box-office was closed from noon until 3:30 when the telecast ended. As usual the audience was predominately male.

Edward Levin, State Lake publicity

(Continued on page 4)

D. of J. Wants Divorce Plans Of 3 by Dec. 6

Will Contest If Date Disputed by Companies

WASHINGTON, Nov. 21. — The Justice Department is understood to still be taking the position that Warner Brothers, Loew's and 20th Century-Fox must file their detailed divorcement plans with the New York Statutory Court by Dec. 6, and is considering several alternatives for giving effect to this belief.

The question as to the deadline hinges on a legal technicality. The New York court said the companies must file within six months from the effective date of the decree. The question is whether the effective date is the day the U. S. Su-

(Continued on page 2)

TOA's Levy Terms Windsor Decision A 'Blow' to Bidding

CHARLOTTE, Nov. 21.—The Maryland U. S. District Court's recent dismissal of the Windsor Theatre Co. complaint against Walbrook Amusement was described here today by Herman M. Levy, Theatre Owners of America's general counsel, as "a serious body blow" to the position taken by distributors that they are compelled to employ competitive bidding.

Addressing the annual convention here of the Theatre Owners of North and South Carolina, Levy said the decision in the cases, "unless upset on

(Continued on page 4)

Says 20th Will Aid 'Bold' Showmanship

CHARLOTTE, Nov. 21.—In order to offset the competing effects of television and other entertainment media, Jonas Rosenfield, Jr., advertising manager of 20th Century-Fox, offered to work with any exhibitor group proposing a specific "bold and aggressive showmanship plan," in an address yesterday at the Theatre Owners of North and South Carolina meeting here.

Rosenfield, citing the efforts of

(Continued on page 2)

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and HUGH OWEN, Eastern and Southern division manager, are due here today from Charlotte.

•

LEON J. BAMBERGER, head of exhibitor relations for RKO, and MRS. BAMBERGER, announce the engagement of their daughter, LOIS JEAN, to LEONARD MARTIN BLOKSBERG of Brooklyn.

•

MISS TERRY COX has been engaged as publicist for Loew's Warfield Theatre, San Francisco, succeeding MARY HENNESSY, resigned.

•

ROBERT VOGEL, of Loew's International is due here Saturday from the Coast.

•

RICHARD THORPE, M-G-M director, left here yesterday by plane for London.

'Shoes' Scroll to Dowling

A scroll commemorating the two-year run of "The Red Shoes" at the Bijou Theatre here was given last night to Robert W. Dowling, president of City Investment Corp., owners of the Bijou and Victoria, by *Flair Magazine*. The presentation took place at the Victoria, where the film opened for a popular-price engagement. Dowling, accompanied by Maurice Maurer, managing director of City Entertainment Corp., is scheduled to leave here by air today on a three-week business trip in Europe.

Rembusch Appoints

INDIANAPOLIS, Nov. 21.—Trueman Rembusch, national Allied States president, has appointed the following to serve on Allied's committee on cooperative buying: Benjamin Berger and Stanley Kane, of North Central Allied, Minneapolis; and Abe Berenson, of Gulf States Allied, New Orleans.

Says 20th Will Aid

(*Continued from page* 1)

showmen throughout the country to attract patronage to the theatre, pointed out as a specific example the "bold plan" of the five-circuit cooperative campaign on "All About Eve" which is currently underway in New York.

Declared Rosenfield: "With the same spirit that motivated our calling 'Showmanship' conferences this Spring we now stand prepared to back you with all of our energy and experience."

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Thanksgiving Day, a legal holiday.**

Para. Meet Plans 'Missouri Raid' Bow

ST. LOUIS, Nov. 21.—The planned saturation bookings and world premiere of Paramount's "The Great Missouri Raid," head the agenda as South-Central manager Duke Clark meets here with the personnel of his St. Louis and Memphis branches. The sessions will end Monday.

Clark announced a pre-selling campaign covering every town of 2,000 population and over in Missouri, Kansas, Southern Illinois, Northern Arkansas and Northern Oklahoma, for the Jan. 16 opening of the Nat Holt production. More than 250 Technicolor prints are to be used in these situations.

Nationwide Showings For 'M-G-M Story'

M-G-M will exhibit "The M-G-M Story" in various parts of the country starting Monday, when the first of two prints is shown to exhibitors, all M-G-M employes, the press and radio in the San Francisco area. First Eastern showing for the second print will be in New York on Tuesday.

Start Rogers Drive

(*Continued from page* 1)

Allen of Tulsa and a personal friend of Rogers, will be hung in the hospital, for which the entertainment industry plans to raise a $5,000,000 fund in the next five years. Among the many industry figures attending the ceremonies were Nick J. Matsoukas, national campaign director; Harry Brandt, Max Cohen, Leon J. Bamberger and William White; also Robert Christenberry.

New TV Syndicate

(*Continued from page* 1)

lanta; WGN-TV, Chicago; WDSU-TV, New Orleans; WPIX, New York; WKRC-TV, Cincinnati; WBNS-TV, Columbus; WHIO-TV, Dayton; WKY-TV, Oklahoma City; KRLD-TV, Dallas, and KING-TV, Seattle.

Attorneys and a three-man committee were appointed to make arrangements for incorporating. A working capital of $250,000 to be supplied by member stations was voted and it was agreed that new members would be taken in by invitation. The group hopes to have some 45 stations representing major TV-advertising areas as members in the near future.

Five basic kinds of films, comedies, dramas, mysteries, Westerns and science-fiction, will be produced, probably in Hollywood, with top star names, many of them "actors who haven't worked for a year."

Joseph Nadel, 57

HOLLYWOOD, Nov. 21. — Funeral services were held this afternoon at the Hollywood Cemetery Chapel for Joseph Nadel, 57, production executive, who succumbed yesterday following a heart attack last Saturday.

Guild Cites Wilder For His 'Sunset' Job

Hollywood, Nov. 21.—The Screen Directors Guild has named Billy Wilder the winner of its second quarterly award for directorial achievement, for his direction of "Sunset Boulevard," Paramount production.

20th-Fox Winds Up Sales Meet Series

Twentieth Century-Fox sales executives and Mid-East division branch managers yesterday met at the home office here for the final session of a series of regional sales conferences on company distribution plans for the final quarter of this year and the first three months of 1951.

Discussions yesterday were participated in by 20th-Fox vice-presidents Al Lichtman and Andy W. Smith, Jr., and assistant general sales manager W. C. Gehring, as well as other distribution division chiefs. Branch managers present included Glenn Norris, Washington; Al Levy, Pittsburgh, and Sieg Horowitz, Philadelphia, among others.

'Harvey' Premiere to Aid 'Heart Drive'

The new Louise Baer Memorial Fund of the New York Heart Association will be launched with the world premiere of Universal-International's "Harvey," at the Astor Theatre here on Wednesday evening, Dec. 20. The entire proceeds, which are expected to exceed $100,000, will be turned over to the Memorial Fund, established by the Heart Association as a tribute to the late Mrs. Arthur (Bugs) Baer.

Unemployment Up

(*Continued from page* 1)

being retained pending reopening of the studio.

Six major studios are working with nine pictures before cameras, including 20th Century-Fox's "No Highway" at Denham. Eight studios are closed, including M-G-M's Elstree plant and London Films studio at Shepperton. The latter, however, will reopen in the next few weeks with the return of Carol Reed from location in Ceylon with the Conrad story, "Outcast of the Islands," and of Zoltan Korda from South Africa with his "Cry the Beloved Country" company.

Two productions are in work at Michael Balcon's Ealing studios, and eight others are scheduled to keep the plant running throughout 1951.

Blumberg, Davis Confer

Nate Blumberg, Universal-International president, is back from the Coast for conferences with John Davis, top executive in the J. Arthur Rank organization who leaves here for London tomorrow.

Newsreel Parade

FIGHTING IN KOREA and the Alps plane crash are current newsreel highlights. Other items include football highlights, a "talking" elephant and UN action on Arab refugees. Complete contents follow:

MOVIETONE NEWS, No. 94—Korean war. Greek battalion sails for Korea. Alpine plane crash. Prince Char[illegible] second birthday. Woman marries [illegible] "boot" camp. Mid-winter fair. Sports: football.

NEWS OF THE DAY, No. 224—G.I.'s face bitter winter in Korea. Texas honors heroic ex-G. I. UN aids Arab refugees. "Talking" elephant. News from the sports world: football highlights.

PARAMOUNT NEWS, No. 27—Korea makes world headlines. Elephant says a trunkful. Recover bodies of French Alps crash victims. News from the sports world: football highlights.

TELENEWS DIGEST: No. 47-A—Korea: battle in the sky. People in the news: Maurice Thorez, Lewis Douglas, Otto Diehls and Kurt Alder. Arms for the West. France: air crash. Philippines: Reds arrested. Israel: elections.

UNIVERSAL NEWS, No. 406—Winter weather slows UN forces in Korea. Plane crash claims 58 pilgrims. UN adds 750,000 Arab refugees. News from the sports world: football highlights.

WARNER PATHE NEWS, No. 29—UN troops near China border. Norwegian Crown Prince visits U. S. Warner Brothers cited for "Breakthrough." UN aids 750,000 refugees. Nellie, the "talking" elephant. News from the sports world: football.

D of J Wants

(*Continued from page* 1)

preme Court first affirmed the New York court order or close to two months later, when the high court's mandate finally was filed in the New York court.

Justice takes the stand that the determining date is June 6, the date of the Supreme Court action. Some defendants have been reported as feeling they have the extra two months.

One course being considered by Justice, it is reported, is to wait until Dec. 6 has passed and then, if the companies have not filed their plans, ask the New York court to find them in default and order them to submit plans immediately. Another alternative is for the government to let the film companies know its views in advance of the deadline and, if the date is disputed, seek a court ruling. Several other alternatives also are being studied.

The question of which date controls will have importance later, too, since the New York court order also has deadlines for submitting a divestiture plan and for actually carrying out divorcement.

Salesmen's Pay

(*Continued from page* 1)

salesmen accused of "forced selling" by exhibitor organizations.

Beznor said the convention will deal additionally with what the union has called the "skyrocketing" of salesmen's on-the-road expenses.

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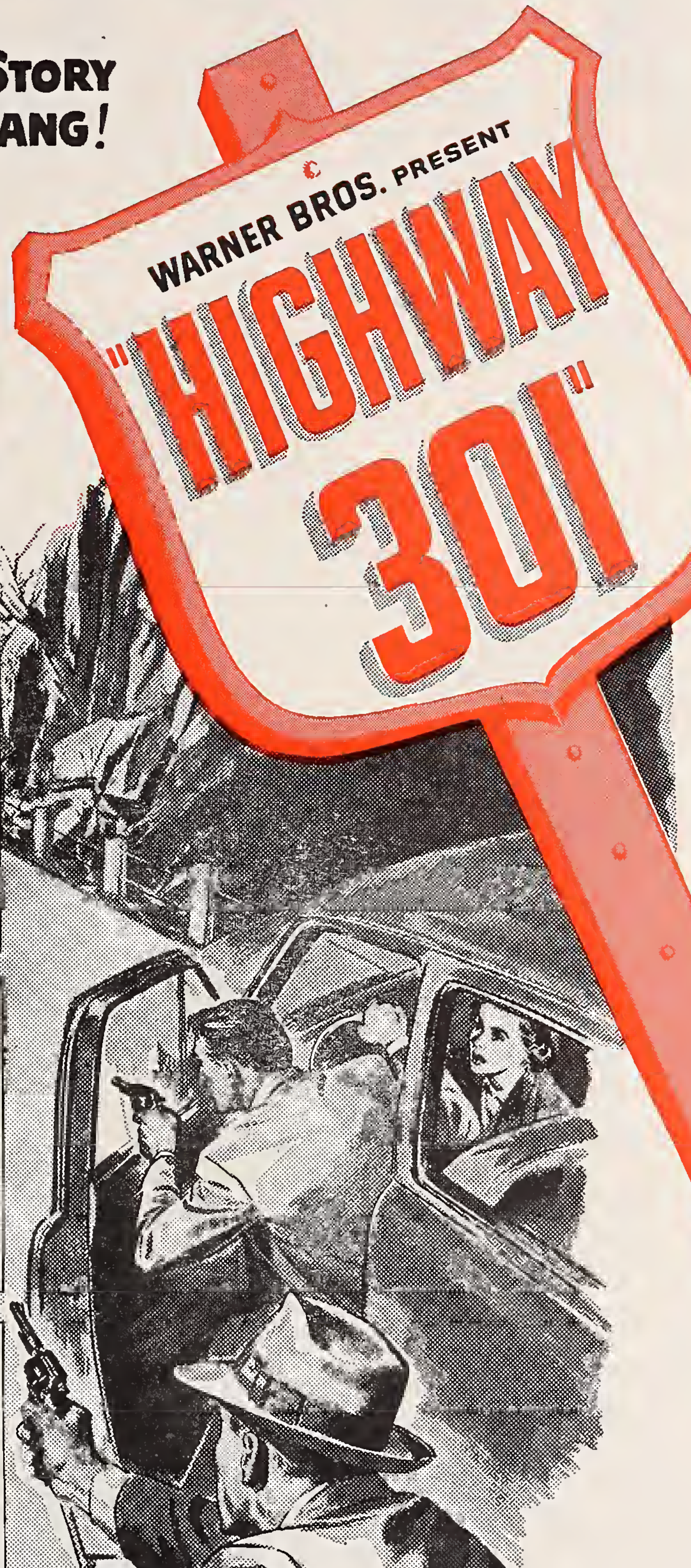
HEY SLASHED A CRIME-SCAR CROSS THE MAP OF AMERICA!

**E WHOLE BLAZING STORY
THE TRI-STATE GANG!**

ill-and-run tommy-gun
gn that crammed the
ne-files
three
tes with
l-blooded
ror!



WARNER BROS. PRESENT

"HIGHWAY 301"

GEORGIE LEGENZA
The head man, clever, savage, nerveless. Specialist in cold-killing!

WILLY PHILLIPS
A college boy, he had every advantage; and he won his honors in larceny!

FRENCHY The Come-On.
Her big baby eyes and French accent was all the camouflage they needed!

'ROBBER' MAIS
A delinquent who grew up, his alphabet went from arson to manslaughter!

HERBIE BROOKS
The mob 'shill', who liked high living and the blond babe that went with it!

She didn't have to look for thrills ...thrills came looking for her!

***EDITOR'S NOTE:**
AS THIS PICTURE IS BEING SHOWN ALL OF THE TRI-STATE GANG HAVE BEEN KILLED OR CAPTURED!

RING

EVE COCHRAN · VIRGINIA GREY · GABY ANDRE

WRITTEN AND DIRECTED BY ANDREW STONE PRODUCED BY BRYAN FOY

ALL ROADS LEAD TO THE TRADE SHOW NOV. 27

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 7:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

TOA's Levy

(*Continued from page 1*)

appeal, is encouraging to those who have felt that distribution has been employing competitive bidding unnecessarily."

On the other hand, Levy declared, "the decision, unless upset on appeal, may well be discouraging to those who, under competitive bidding, have at long last obtained the privilege of negotiating for a particular run theretofore not open to them."

The action, dismissed last Oct. 31, alleged illegal conspiracies in restraint of trade whereby certain distributors were "refusing to license their films to the plaintiff." The distributors were not made defendants in the action.

The Carolina meeting delegates were advised by Samuel J. Pinanski, TOA president, to install television equipment and make video a box-office attraction. "Some of the best pictures of the future will be made with television cameras," he predicted.

Video Threat

Nathan L. Halpern, TOA television consultant, told the meeting that video threatens to become a "mighty challenge" to the motion picture industry. He said there will be eventually hundreds of television broadcasting stations and some 40,000,000 sets in American homes."

Another speaker, A. W. Schwalberg, president of Paramount Film Distributing Corp., declared that Hollywood is making better and better pictures.

Declaring that the industry must coordinate its activities to protect its interests, Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, discussed the extent to which COMPO can function for the good of the industry.

Marshall Thompson, M-G-M star, was the principal speaker at the closing banquet tonight, concluding three whirlwind days which included personal appearances, and press and radio interviews here. He will leave Charlotte tomorrow for Chicago before returning to Hollywood.

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TRANS WORLD AIRLINES

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Review

"Vendetta"

(*RKO Radio*)

A MELODRAMA of blood and vengeance is unfolded against a harsh Corsican background in this Howard Hughes production, made several years ago as a frame for Hughes' discovery, Faith Domergue, and two other newcomers to the screen, George Dolenz and Donald Buka.

Based on a Prosper Merimee story, with screen play by W. R. Burnett, the locale is Corsica under French rule in 1825 and the theme is a brother-sister conflict over the island tradition of "vendetta," under which the eldest son must defend the family honor unto death. Though at times the film is pictorially effective, the somber mood maintained under Mel Ferrer's direction becomes too burdensome for the lightweight story, which cannot live up to its cinematic trappings. Despite its exotic setting, its authentic-appearing cast and background music from "La Tosca" and "La Boheme," the acting and action in "Vendetta" has the familiar ring of tried and true "horse opera." Exhibitors will be on the safe side by treating the film as straight action melodrama.

Dolenz has been in France for 10 years when his father is murdered by the members of a rival family. His sister, Miss Domergue, confidently awaits the return of her brother to extract vengeance from the murderers, but to her dismay Dolenz has turned against the custom of "vendetta" and prefers to believe the finding of the French court that Donald Buka, an "honorable" bandit and friend of Miss Domergue, is guilty. The sister is further discomfited to learn that her brother is in love with an English girl, Hillary Brooke, who with her father accompanies Dolenz to his home. Miss Domergue's attachment to "vendetta" and to her brother sometimes approaches the morbid.

By enlisting the aid of Buka, the sister succeeds in proving to her brother that their father was murdered by two brothers of a rival family. Against his will, Dolenz challenges the eldest murderer to a duel to the death. Miss Domergue learns that both murderers are about to trap Dolenz and she rushes to warn him. In the denouement, both murderers and Miss Domergue are killed, leaving Dolenz free to marry his English sweetheart and to devote himself to abolishing the code of "vendetta."

Dolenz is ruggedly handsome in the leading role and Buka is adequate when given a chance to do something. Miss Domergue dominates the picture as the fanatical sister; her dark beauty is effectively contrasted against pretty and blonde Miss Brooke. Nigel Bruce is competent, as usual, as Miss Brooke's father. Deserving of special mention is the photography, under the direction of Frank Planer and Al Gilks.

Running time, 84 minutes. General audience classification. Release date, Nov. 21.

VAUGHAN O'BRIEN

Balaban on TV

(*Continued from page 1*)

director, said, "We wish we had a couple of theatres to handle the thousands we turned away." A loudspeaker announced the sell-out to the crowd jamming the front of the theatre and urged them to go to B. and K.'s south side Tivoli to see the game.

An attendance record was set at the Tivoli, too. After "plugging" along with a "fair" 200 to 400 patrons for each of the first four games, all but 200 of the Tivoli's 3,400 seats were filled for the fifth.

Quality of the telecast was very good. No technical difficulties marred the final State Lake telecast as they did previously. The State Lake uses film, the Tivoli direct TV.

Summing up the "tremendous audience reaction," Balaban said, "Theatre television is the only answer to the televizing of sports. Where else can you gather such large crowds and offer them all the thrills of a sport from the comfort of a theatre seat? And, too, you get a reaction from a crowd in a theatre that you will never get in the front room of a home. I think the cheers and screaming prove that."

Balaban attributed much of the success of his theatres' television to the entire B. and K. staff members, who, he said, improved every phase of the televising "little by little, week by week." "It takes time," he added, "to perfect anything. We had to overcome technical difficulties. We had to build up an audience responsive to theatre television. You don't do those things in a day."

'IA' Seeks Hike

(*Continued from page 1*)

pay increases totalling some $1,500,000 were granted.

Distributors involved in the current negotiations are: Columbia, Loew's, Paramount, RKO Radio, Republic, 20th Century-Fox, Universal-International and Warner. Joseph E. McMahon of Republic is chairman of the distributors' negotiating committee. Thomas J. Shea, assistant to "IA" international president Richard F. Walsh, heads the union group.

The negotiations two years ago, which ended up with a general salary increase which average $4.50 a week per employee and established a new minimum of $34 per week, were marked by deadlocks and strike threats. Because the pacts signed in March, 1949, were made retroactive to Dec. 1, 1948, the companies were compelled to issue back pay checks totaling nearly $500,000.

When the union committee reaches new agreements in consequence of the current talks, it will then enter negotiations with Eagle Lion Classics, Monogram, National Screen Service and United Artists. Ordinarily, UA would participate in the negotiations which are going on now, but the "IA" has postponed talks with that company because of uncertainties surrounding its finances.

FOR QUALITY OF WORKMANSHIP
Look For This Label

PHOTOGRAPHED BY MEMBERS OF LOCAL 644

I A T S E 644

Screen Writers Guild Moves Toward Strike

Hollywood, Nov. 21.—The Screen-Writers Guild's executive committee met last night to set a date for a special membership meeting within 10 days for the purpose of taking a strike vote against major studios, with whom negotiations for a new contract have broken off. Under NLRB regulations a strike could be implemented in about four months.

20th-Fox Earnings

(*Continued from page 1*)

1949's $56,485,574. The company attributed a large part of the decline to divestiture carried out by the Federal Court order.

Film rentals also dropped for the period, with $64,836,975 received in 1950, against $67,443,879 for the same 39-week period in 1949.

After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net earnings for the 39 weeks in 1950 amounted to $2.24 per share on common stock outstanding. The comparable figure in 1949 was $2.80 per share.

For the third quarter ended Sept. 30, 1950, consolidated net earnings after all charges were $1,912,142. After deducting dividends on prior preferred and convertible preferred stocks, this amounted to 65 cents per share of common stock. Earnings for the second quarter of 1950 were $2,842,551. Earnings for the third quarter of 1949 on a comparable basis were $2,504,334, equal to 85 cents per share.

20th-Fox Board Declares Three Quarterly Dividends

The board of directors of 20th Century-Fox yesterday declared quarterly dividends of $1.12½ per share on prior preferred stock, 37½ cents per share on convertible preferred stock, and 50 cents per share on common stock. All are payable to stockholders of record on Dec. 4. Payment of the first is due on Dec. 15, and on Dec. 20 for the latter two.

Cinema Productions

(*Continued from page 1*)

tions, will be made in New York City, it is reported by Lester Cowan, company production chief.

M. A. Lightman, Cinema's president, was due in New York last night from Memphis to attend today's meeting. Sam Pinanski, of Boston, board chairman, also is expected to attend, and so is Fred P. Schwartz, company treasurer.

Cinema's aim, Cowan said, is to have each production represent an innovation in picture-making, either from a technical standpoint or from the standpoint of screen format. The plan is to make the four films within a year.

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 100 NEW YORK, U.S.A., FRIDAY, NOVEMBER 24, 1950 TEN CENTS

Criticism Of Films Minor On TV, Radio

Compo's First Survey of Media Brings Plus Signs

The Council of Motion Picture Organizations has just completed its first survey—a two-week check-up on the treatment accorded the ilm industry in all radio and television programs in nine major cities—and has issued a highly favorable report.

Little criticism of the motion picture industry was voiced over radio or television, and what little adverse comment there was on the industry was more than offset by praise, it was reported by Arthur L. Mayer, COMPO executive vice-president.

Radio and television stations were

(*Continued on page 3*)

Expect High Budget For Overseas Films

WASHINGTON, Nov. 23—The film division of the State Department's overseas information program will eek funds to operate during the 1952 iscal year at the same high level as during the 12 months ending next une 30, it was learned here today.

The film section received a total of about $12,000,000 to $12,500,000 for the urrent fiscal year. It received under

(*Continued on page 6*)

TOA at Depinet's 'Service' on Meeting

The Theatre Owners of America committee, headed by Ted R. Gamble, which has been charged with delivering to Council of Motion Picture Organizations president Ned E. Depinet the exhibitor organization's proposals for enlarging the COMPO board, has left it up to Depinet to set a date for a conference, Gamble has indicated. Depinet is due to return here the latter part of next week from a Coast visit.

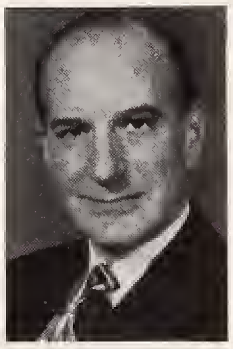
Said Gamble: "We are at Mr. Depinet's service. He can let us know when he would like to confer."

Top Pictures Draw More Than Ever, Downing Says

By VAUGHAN O'BRIEN

More people than ever before will turn out to see a really good motion picture.

That is the conviction of Russell V. Downing, executive vice-president of Radio City Music Hall, and he points to the record-breaking run of "Sunset Boulevard," which opened in the August "dog days" of this year and made box-office history at the Hall, as proof of his assertion.


Russell V. Downing

"Indications are that the business of motion pictures is becoming a business

(*Continued on page 6*)

Hearn Elected Head Of Carolina Group

Charlotte, Nov. 23. — The Theatre Owners of North and South Carolina has elected H. D. Hearn of Charlotte as president, succeeding J. B. Harvey of Clover, S. C., who had served two terms. Vice-Presidents named were Roy L. Chapman of Wilson, N. C., and Harvey.

Approximately 500 theatre owners of the two states attended the annual convention.

Anti-Red Committee Reports to MPIC

HOLLYWOOD, Nov. 23.—The Motion Picture Industry Council heard a progress report from its 10-man subcommittee on combatting Communism and was addressed informally by Eric Johnston, president of the Motion Picture Association of America, who was a guest at its meeting last night.

Johnston told of official Washington's attitude toward the screen and said that the State Department is demonstrating an increased appreciation of the importance of films in promoting democratic principles throughout the world.

The subcommittee, composed of one representative of each MPIC constituent organization, is working on a

(*Continued on page 6*)

Industry Delegates At Youth Conference

Industry representatives at the Mid-Century White House Conference on Children and Youth Dec. 3-7 will be Roger Albright, Julian Brylawski and Abram Myers, it was announced here by the Council of Motion Picture Organizations.

At the conference, which will be

(*Continued on page 6*)

Skouras West for 1951 Product Talks

Spyros P. Skouras, president of 20th Century-Fox, and Al Lichtman, vice-president, will leave New York over the weekend for the Coast to consult with studio executives on production and releasing plans for 1951. They will meet with Joseph M. Schenck, executive head of production, and Darryl F. Zanuck, vice-president in charge of production.

Wald and Krasna Set First Seven

HOLLYWOOD, Nov. 23.—Wald and Krasna have set the starting dates of the first seven pictures of their initial year's program for RKO Radio, thus completing the first major step in the task of organizing their new independent unit and of putting it into active operation within just three months after moving into the RKO studio.

Besides the seven scripts completed, or nearing completion, Wald-Krasna have six others in work. All will be scheduled in time to assure the completion of the first 12 pictures called

(*Continued on page 3*)

SPG to Organize TV Publicists on Coast

HOLLYWOOD, Nov. 23.—The Screen Publicists Guild has voted to take steps to organize television publicists in the Los Angeles area, whose work SPG considers identical with studio publicists and therefore within SPG jurisdiction.

The guild also voted to continue its efforts to organize independent studio publicists, whose jurisdiction was not included in the NLRB election won by SPG. The guild also authorized its officers to join other groups in requesting voluntary living-cost adjustments from studios, but stipulated

(*Continued on page 3*)

Give 20th-Fox 90 Days for Decree Talks

Divorce Plan Deadline For It and W.B. Eased

The government has given 20th Century-Fox a signed stipulation that it will favor a 90-day extension of time beyond the Dec. 6 deadline for filing detailed divorcement plans under the New York Statutory Court decree in order to complete current negotiations for a consent decree, it was disclosed here Wednesday.

Prospects are that a consent decree will be reached considerably before the three months extension is up, according to Otto E. Koegel, 20th-Fox chief counsel.

Three companies, 20th-Fox, Warners and Loew's, face the deadline

(*Continued on page 6*)

Strategic Ill. Game On B-K TV Screen

CHICAGO, Nov. 23.—Balaban and Katz announces that it will televise the important Illinois-Northwestern football game at Dyche Stadium, Evanston, Ill., on Saturday at its State Lake and Tivoli theatres. Arrangements were made this week in meetings between "Big Ten" and B. and K. officials.

Originally, Northwestern Univer-

(*Continued on page 6*)

Century Continues Video Newsreels

Century Theatres' experimental showing of a television newsreel at the circuit's Marine and Queens neighborhood houses will continue "for the time being," according to Leslie R. Schwartz, general manager. Schwartz expressed satisfaction with audience reaction during the show's first two weeks which he termed "excellent."

Night at 7:45 the theatres pick up the telecast of NBC's "Camel Newsreel Theatre" and show the program, complete with advertising, on their screens.

NEWS in Brief . . .

GEORGE ROTH, vice-president of Four Continents Films, has been appointed general sales manager of Fine Arts Films, by Dr. Arthur M. Epstein, Fine Arts president. Prior to World War II service, Roth was Eastern representative for Reliance Pictures and also assistant to Harry M. Goetz. He will continue with Four Continents.

•

With "Flying Leathernecks" now before RKO Radio cameras, producer Edmund Grainger announces four features to start within two months after Jan. 1 and four untitled properties in script-writing stages. This totals nine new independent pictures within two years.

•

LONDON, Nov. 23.—British Lion has sold 16mm. rights to 36 of its releases to J. Arthur Rank's G-B Film Library, for 1951. Included are "The Third Man," "Fallen Idol," "Spring in Park Lane," "Courtneys of Curzon Street," "Maytime in Mayfair," "State Secret," "Wooden Horse" and "Odette."

Fete Mrs. Silverstone For 'Magnetic Tide'

A reception honoring Mrs. Dorothy Silverstone, producer of the two-reel Cinecolor subject on Israel, "The Magnetic Tide," was held here Wednesday at the Roxy Theatre where it is now playing. A. J. Balaban, the theatre's executive director, was host. Attending were civic dignitaries as well as representatives of the industry and press.

Among them were Spyros P. Skouras, Al Lichtman, Andy W. Smith, Jr., Murray Silverstone, Charles Einfeld, Paul Terry, Emanuel Silverstone, Francis Harley, Peter Levathes, William Weiss, Sam Shain, Sidney Albright, and Mr. and Mrs. Barish Vermont.

TOA in Arbitration Meet with Companies

Following up on instructions of the Theatre Owners of America convention in Houston early this month, TOA president Samuel Pinanski has invited presidents and vice-presidents of 10 distributor companies to meet with him next Wednesday at the Hotel Astor here to discuss the formation of an industry arbitration system.

Purpose of the conference is to determine (1) whether or not the industry wishes and will work for an arbitration system, and (2) whether or not the objections to such a system can be solved if approached in a spirit of compromise.

Mrs. Rae Springer, 51

Funeral services will be held this afternoon at the Riverside Memorial Chapel in Brooklyn for Mrs. Rae Springer, 51, wife of Joseph R. Springer, operator of the Brooklyn and Long Island circuit.

Personal Mention

OSCAR MORGAN, general sales manager of short subjects and Paramount News, is scheduled to leave here this weekend for a three-day trip to Detroit and Cleveland.

•

A. J. BALABAN, executive director of New York's Roxy Theatre, has become a grandfather, his daughter, MRS. HAROLD (BUDDY) ROBBINS, having given birth to a son, ANTHONY WAYNE.

•

BILLY WILDER, Paramount writer-producer-director, is due to arrive here today from the Coast with his wife and sails for Europe on the *Liberte* Wednesday.

•

IRVING RUBINE, vice-president in charge of advertising-publicity of Robert Stillman Productions, was scheduled to leave here today for Baltimore and Washington.

•

VIVIEN LEIGH and SIR LAURENCE OLIVIER are due to leave for England today aboard the French liner *Wyoming,* sailing from Wilmington.

•

ARTHUR DAVIS, foreign film distributor, has left here for a three-week booking trip through the South.

•

PERRY LIEBER, RKO Radio studio publicity head, has returned to the Coast from New York.

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has left here for a short visit at the company's Washington branch. He is expected back Monday.

•

SANFORD T. MILLER, partner in the Menands Drive-in, near Albany, and his bride, the former ELINOR A. YAGUDA, of that city, are honeymooning in Florida.

•

LEO F. SAMUELS, Walt Disney executive, has returned here following a six-week trip to England and the Continent.

•

MAX FELLERMAN, United Paramount Theatres executive, and MRS. FELLERMAN will celebrate their 25th wedding anniversary this weekend.

•

SAM KATZMAN, Columbia producer, has returned to California following a short visit in New York.

•

PAUL MAC NAMARA, Coast public relations counsel, is here from Hollywood.

•

JACOB WILK, Eastern story representative for Warner, has returned here from Albany.

•

JAMES K. MCGUINESS, scenarist, is here from the Coast.

Interstate to Play Rank's 'Oliver Twist'

J. Arthur Rank's British-made "Oliver Twist," has been booked into the Interstate Circuit for scheduled key engagements beginning Jan. 19, it was announced by William C. MacMillen Jr., president of Eagle Lion Classics, which is releasing the film.

Initial U. S. run of the film will be in the following theatres: Palace, Dallas; Hollywood, Ft. Worth; Metropolitan, Houston; Aztec, San Antonio; Ellenay, El Paso; State, Albuquerque; State, Galveston; and State, Austin. Subsequent key dates for Interstate include the following cities: Abilene, Amarillo, Breckenridge, Brownwood, Denison, Denton, Eastland, Paris, Tyler, Vernon, Wichita Falls and Waco.

"Oliver Twist" has been "on the shelf" in the U. S. some two years, having been held back following a public controversy over racial aspects of the subject.

Youngstein to Talk Product at Toronto

Max E. Youngstein, Paramount advertising-publicity vice-president, will leave here on Monday for Toronto, where he will hold a series of conferences with Gordon Lightstone, Canadian sales manager, and members of the Canadian staff.

Youngstein will report on new product seen during his recent trip to the Coast and will discuss the selling and promotion of current and future Paramount releases.

FTC Probes TV Set Advertising

WASHINGTON, Nov. 23.—The Federal Trade Commission is investigating the advertising campaign which the television industry has been putting on to get the public to buy TV sets.

The Commission so notified 22 leading set makers and their advertising agencies. It said it was going to check on the "truth or falsity" of statements in the ads, especially statements stressing the humiliation which a child suffers when his parents do not have a TV set and he has to ask neighbors to see a TV program.

The industry has already backtracked considerably on the ads, and about the most that could come of the FTC investigation is a stipulation that the companies will not do it again and a warning to the industry generally to examine advertising more closely when questionable approaches are involved.

Columbia's Astor to Visit 6 Exchanges

Louis Astor, Columbia sales executive, will leave here on Monday for an extended trip covering six of the company's exchanges, during which he will meet with both branch managers and exhibitors on Columbia's current "Montague Sweepstakes" sales drive.

Cities on Astor's itinerary are Washington, Kansas City, Pittsburgh, Cleveland, Chicago and also Milwaukee.

'Holiday' to Present Industry Awards

In recognition of the motion picture industry's role in "communicating American ideas and ideals to the rest of the world," *Holiday Magazine* will present its first annual awards to the industry on Dec. 8 at the Twenty-One Club here. Playwright and author Robert Sherwood will make the presentations.

Two of the sterling silver awards will go to the studios that have produced the films selected for [illegible] best interpretation of America t[illegible]eign audiences and one, each, to the man and woman in the industry making the most outstanding contribution toward this same goal.

Invitations to the ceremonies have been sent out to prominent figures.

NEW YORK THEATRES

RADIC CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

RAY MILLAND · HEDY LAMARR · MACDONALD CAREY
MONA FREEMAN · HARRY CAREY, JR
Copper Canyon
Color by TECHNICOLOR
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON
DICK CONTINO
DAVE BARRY
THE VANDERBILT BOYS
BILL SNYDER AND HIS ORCHESTRA
EXTRA MISS PATTI PAGE
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

B'WAY & 45th ST.
Astor
DOORS OPEN 9:30 A.M.
AMERICAN GUERRILLA IN THE PHILIPPINES
20th CENTURY-FOX
Tyrone POWER
Micheline PRELLE
Technicolor

James STEWART
DOORS OPEN 10 30 A.M.
ROXY
7th AVE and 50th ST
Barbara HALE
I won "THE JACKPOT"
20th CENTURY-FOX
Extra! "THE MAGNETIC TIDE"
Plus A Great Stage and ICE Show!

IRENE DUNNE
FRED MacMURRAY in
"NEVER A DULL MOMENT"
RIVOLI B'WAY AT 49th ST

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Truman, Cabinet Invited To See 'Harvey' Preview

Top government personalities, headed by President and Mrs. Truman, as well as many from press and radio, have been invited by the National Press Club of Washington to attend a special preview of Universal-Interna[illegible]l's "Harvey," at the Uptown Th[illegible]e on Wednesday evening.

Among others invited were Vice-President and Mrs. Alben W. Barkley, Secretary of State and Mrs. Dean Acheson, Secretary of the Treasury and Mrs. John W. Synder, Attorney General and Mrs. J. Howard McGrath, Secretary of Defense and Mrs. George C. Marshall, Postmaster General and Mrs. Jesse M. Donaldson, the Secretary of Agriculture and Mrs. Charles F. Brannan, Secretary of Commerce and Mrs. Charles Sawyer, Secretary of Labor and Mrs. Maurice J. Tobin, Chief Justice of the U. S. Supreme Court and Mrs. Fred M. Vinson, Associate Justices of the Supreme Court, members of the White House staff and their wives; heads of the Executive Departments and their wives, Washington social leaders and executives and members of the National Press Club.

Lipton Is Due Here On 'Harvey' Drive

David A. Lipton, national director of advertising-publicity for Universal, will arrive in New York from Hollywood Monday to direct the advertising-publicity-exploitation campaign on "Harvey," which will have its world premiere at the Astor Theatre here Dec. 20 as a benefit for the newly-established Louise Baer Memorial Fund of the New York Heart Association.

Lipton expects to remain in New York through the opening. He will also set details of key city openings during the Christmas-to-New Year's week.

Variety Check Goes To Guard's Widow

WASHINGTON, Nov. 23. — Local Variety Tent No. 11 gave $500 to Mrs. Leslie Coffelt, widow of the White House guard who was killed in the recent attempted assassination of President Truman.

The gift was made in the name of three Variety members, the President, District Police Commissioner Robert J. Barrett, and Jim Rowley, head of the Secret Service detail at the White House.

The check was handed to Mrs. Coffelt by Fred Kogod, chairman of the Tent's welfare committee, and U. E. Baughman, U. S. Secret Service chief.

SPG to Organize

(*Continued from page 1*)

that such requests must not jeopardize the guild position with respect to wage scale negotiations scheduled for next summer.

Beginning next year, SPG will annually award a plaque to the individual in the industry, not necessarily a publicist, deemed to have done the best public relations job for the industry during the year.

Reviews

"Watch the Birdie"

(*Metro-Goldwyn-Mayer*)

AUDIENCES who think Red Skelton is a funny man—include us, please—should regard his latest as something akin to a field day. For "Watch the Birdie" has him playing three different roles. He is Rusty Cammeron, bumbling and awkward photographer who turns out to be Arlene Dahl's hero, which is very nice going; he also plays his own father, and his grandfather. Three generations of Skeltons in the one comedy is really packing 'em in.

Mostly, this is about Rusty, or Skelton the Youngest, and how he gets romantically entwined with Miss Dahl who is off on a program of matching her own underpinnings and super-structure with a housing development that will do justice to its sponsor. This is quite a notable enterprise and she is well on her way until Leon Ames sets out to steal the project. Skelton accidentally catches the incriminating evidence on a movie sound track, making it required for Ames to destroy the footage if he wants to stay out of jail. It is now up to him and Richard Rober, his co-conspirator, to get going. This provides an excuse for a long and funny chase sequence which utilizes a piece of construction machinery known as a hyster. The villains meet the fate of all villains, and Skelton gets the girl.

"Watch the Birdie," like any comedy falling short of an epic, has its slow passages. They slip in between the gags and the laughs, but there is enough fun, well-timed, to stamp this attraction as very good Skelton.

The comedian's routine of poking fun while the credits are flashed is amusing and the business of testing flashlight bulbs is funny. His tussle in a dressing room is old, but well done. The chase carries a lot of laughs which an audience at Loew's 72nd St. theatre appreciated. No one was knocked into any of the aisles, but a good time appeared to be had by all. Footage from "Johnny Eager" starring Robert Taylor and Lana Turner, and from "Boom Town," starring Clark Gable and Claudette Colbert is included. This is designed to demonstrate to Skelton how to get, and hold, his women.

Performances are satisfactory in a thoroughly conventional way. Ann Miller, who looks mighty nifty in an abbreviated bathing suit, has little to do but it's what she shows—not does—that will make the boys whistle.

Ivan Tors, Devery Freeman and Harry Ruskin combined on the screenplay, from a story by Marshall Neilan, Jr. Ruskin also produced while Jack Donohue directed.

Running time, 70 minutes. General audience classification. For January release.

RED KANN

"The Goldbergs"

(*Paramount*)

THE well-known following of "The Goldbergs" on the air and on telecasts constitutes a ready-made audience for the first film based on the long-running serial. The transition to the screen has been made without any basic change in story structure, for like the airways show, incident follows on incidents, with strong reliance on the soundtrack for story development. No doubt the picture, which follows the adventures of the Bronx Jewish family, will prove especially popular in Metropolitan areas.

Gertrude Berg, who as Molly Goldberg, is the focal character, also authored the screenplay, along with N. Richard Nash. Things are humming along normally in the Goldberg household when Molly learns that her girlhood suitor, Eduard Franz, now a wealthy man, is in town preparatory to his marriage. A reunion is arranged and Molly goes all out in preparing a dinner. The event is a success and as one result, Molly's husband, Philip Loeb, is promised support from Franz in shifting from a "contractor" to the higher distinction of a "manufacturer" in the clothing industry.

Everything is wonderful until Molly inadvertently introduces Franz' fiancee to a young music teacher and love blossoms between them. Angered and hurt, Franz withdraws his offer of help to Molly's husband and all looks gloomy. But Molly is not one to be abashed. She swings into action, arranges a more suitable marriage for Franz with the young widow next door, and all ends relatively happily.

Miss Berg turns in a competent performance as the matriarch of the family. Loeb as the husband, Franz, the one-time suitor, and Eli Mintz as Uncle David all turn in good portrayals. Mel Epstein produced and Walter Hart directed.

Running time, 83 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

Film Criticism

(*Continued from page 1*)

monitored in the following cities and their surrounding areas: New York, Boston, Detroit, Cleveland, Chicago, Washington, Philadelphia, Los Angeles and San Francisco. The sampling, confined to references to the motion picture industry as an industry, and to the quality of motion pictures in general, is the first of similar radio and television check-ups that COMPO plans to make from time to time, Mayer said, in commenting on the report.

Exclusive of gossip broadcasts and reviews of pictures, the survey turned up 100 comments on the film industry, most of them favorable, Mayer said.

GUT Officials Here From Australia

Roy Barmby, chief film buyer for Norman Rydge's Greater Union Theatres, Australia, and Ted Lane, director of publicity for the circuit, have arrived in New York for a three weeks' visit. While here they will be entertained by Capt. Harold Auten, Rydge's representative in New York.

Radio interviews with Gael Sullivan, executive director of the Theatre Owners of America; Rudy Vallee and producer-writer Charles Bracket, were shown by the survey to have carried a powerful boost for the picture industry over important stations.

Short Subject

"The Magnetic Tide"

(*20th Century-Fox*)

A warm and revealing glimpse of Israel is provided in "The Magnetic Tide," a 21-minute Cinecolor subject filmed entirely in the Holy Land under the personal supervision of Mrs. Dorothy Silverstone.

The subject unfolds like a charming travelogue, revealing some of the most famous religious shrines in the world. Also revealed are Israel's harbors, industries, and achievements and promise. The story and narration, written by Mildred Barish Vermont, and spoken by Dennis King, shows how the symbols of faith and hope for mankind have survived with the fulfillment of the prophecies of the Bible. The musical soundtrack is a treat. Several Israel orchestras are heard as well as the Palestine String Quartet. Mrs. Silverstone produced and directed.

All receipts from showings everywhere of the 20th Century-Fox release will be turned over to Children-to-Palestine, a non-sectarian national organization devoted to the rehabilitation of homeless European children in Europe.

Para. Employes Delay SEG Status Decision

Decision with respect to the future bargaining representation of Paramount's home office publicists and clerical workers will be made by the employes following final action by the National Labor Relations Board in Washington on the exception it has taken to Screen Employes Guild's jurisdictional rights.

The employes postponed a vote on the question because less than 25 per cent of those who would be involved appeared at last week's emergency meeting at the Hotel Piccadilly here. It had been planned to decide at the meeting one of three possibilities: (1) continuance of SEG as bargaining agent; (2) establishment of new union representation; (3) no union. The NLRB has given SEG until Dec. 11 to reply to the charge that UOPWA, SEG's parent, has lost its identity in consequence of a merger with some other labor unions.

To Fete Irene Dunne

Irene Dunne, star of 20th Century-Fox's "The Mudlark" who recently returned from England after attending the Command Performance of her picture, will be feted at a press party here at the Stork Club on Wednesday.

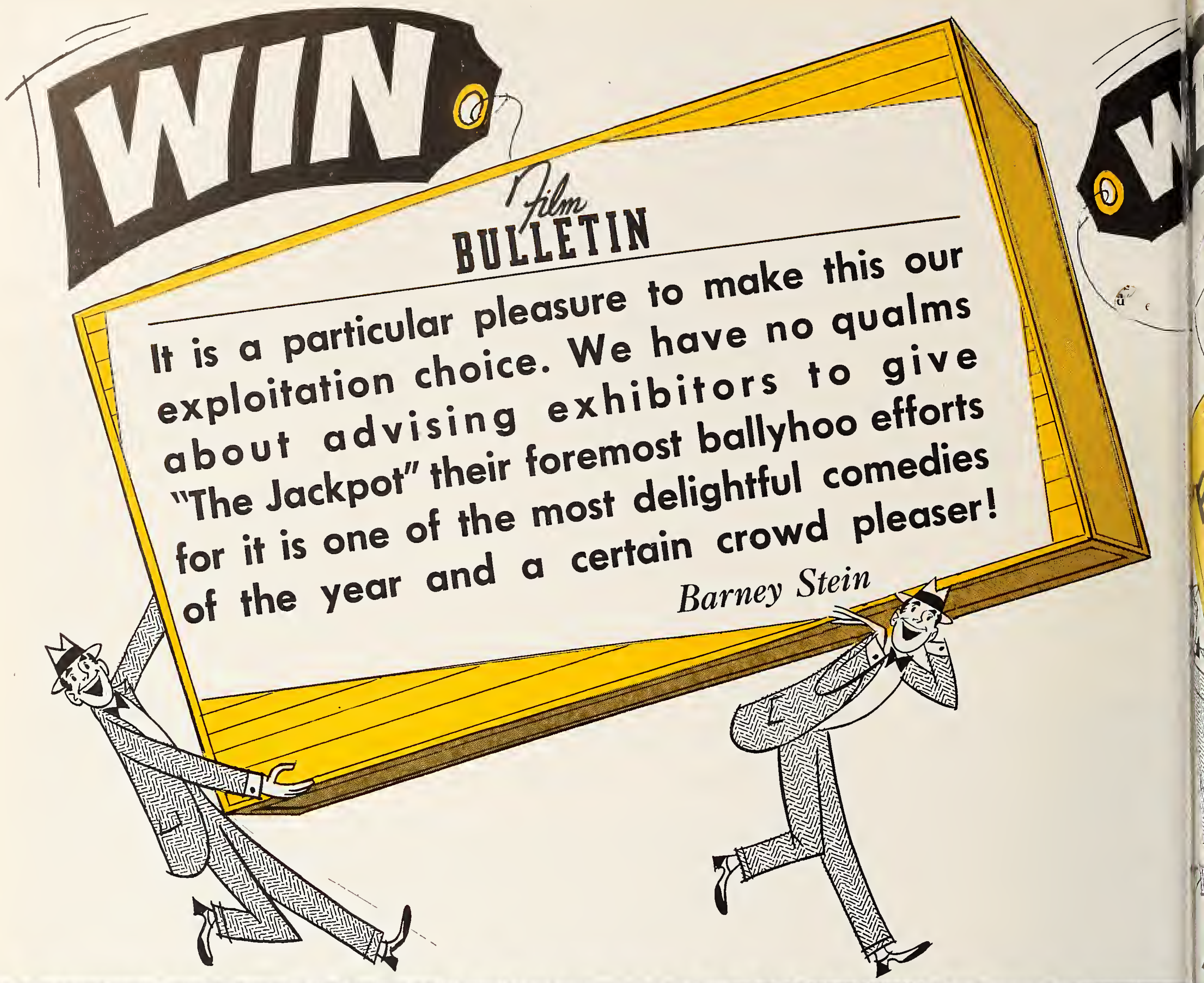
Wald and Krasna

(*Continued from page 1*)

for under the terms of their five-year, 60-picture deal with Howard Hughes.

Pictures and starting dates for more than half of the first year's program are:

"Cowpoke," an original by David Dortort and Claude Stanush, to start on Dec. 15; "The Harder They Fall," from the Budd Schulberg novel, and "The Middle of the Night," to be directed by George Beck, from his original screenplay, to start on Jan. 2; "Strike A Match," an original by Robert Smith, to start on Jan. 15; "The Blue Veil," screenplay by Lewis Meltzer, to start on Feb. 1; "Size 12," an original by Jerome Weidman, and "Girls Wanted," an original by Lloyd Shearer, to start on Feb. 15.



Film BULLETIN

It is a particular pleasure to make this our exploitation choice. We have no qualms about advising exhibitors to give "The Jackpot" their foremost ballyhoo efforts for it is one of the most delightful comedies of the year and a certain crowd pleaser!

Barney Stein

...and keep winning with 20th'

DECEMBER

AMERICAN GUERRILLA IN THE PHILIPPINES
TECHNICOLOR

FOR HEAVEN'S SAKE

ALL ABOUT EVE

JANUARY

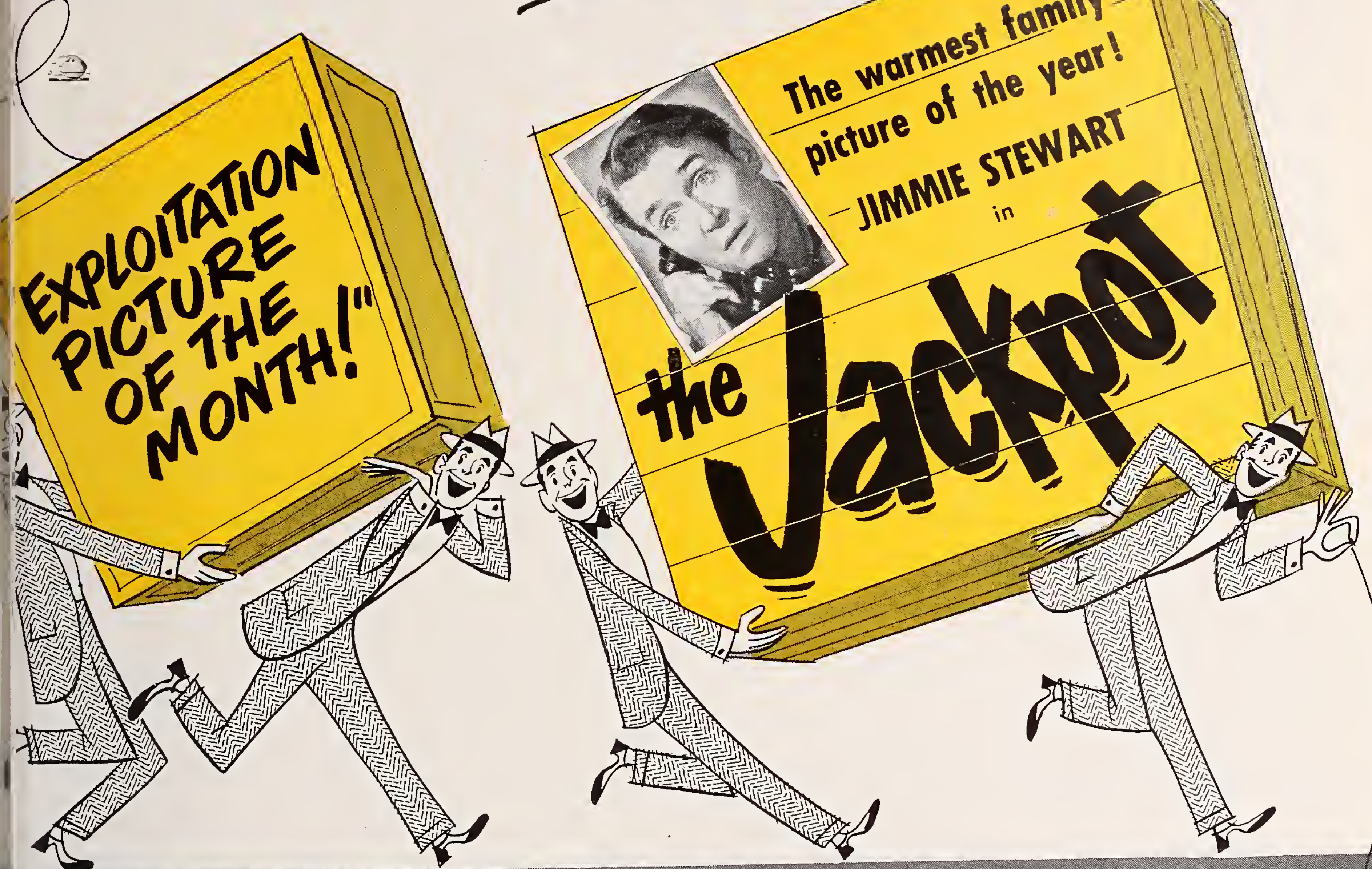
HALLS OF MONTEZUMA
TECHNICOLOR

THE MUDLARK

THE MAN WHO CHEATED HIMSELF

TH

20th


EXPLOITATION PICTURE OF THE MONTH!"
The warmest family picture of the year!
JIMMIE STEWART
in
the Jackpot

3 QUALITY PICTURES A MONTH!

FEBRUARY

I'D CLIMB THE
IGHEST MOUNTAIN
TECHNICOLOR

FOURTEEN HOURS

THE SWORD OF
MONTE CRISTO
CINECOLOR

MARCH

CALL ME
MISTER
TECHNICOLOR

FOLLOW
THE SUN

THE SCARLET PEN

There's No Business Like 20 CENTURY-FOX Business!

R. Downing

(*Continued from page 1*)

of hits," Downing said. "It's no longer enough to have just film. People are becoming more discriminating. They would rather stay home than come out to see a mediocre film.

TV or Bad Weather

"But when the exhibitor has good product on his screen neither television nor bad weather will keep them away."

Downing recently visited the studios on the Coast for a look at new product in the making and reported that he was "encouraged" by what he saw. Hollywood is aware of the more fastidious standards of the public, he said, and producers are striving for the top films required by today's conditions.

He credits television with enabling filmgoers to be more choosy in picking their entertainment. A TV show at home is just enough competition to keep the customers away if they have reason to believe that the motion picture currently playing is not much better. Good product, he emphasized, is the answer to television.

Downing was reluctant to discuss theatre television as a means of competing with home screens, for he felt that theatre TV has no place in the Music Hall set-up.

Show the Best

"We show the best pictures we can find," he said, "and as added attractions provide fine stage shows and music. We feel that if our customer wants to see a sporting event or some other entertainment that lends itself to telecasting, that customer is more apt to go directly to the Yankee Stadium or the Polo Grounds. Other theatres, particularly in outlying sections, may be able to use theatre TV, but we have no plans for installing it in the Music Hall."

Business at the Music Hall is currently on a par with other recent years, Downing said, and pictures are not playing off much more quickly than usual, excluding of course the war years when high grosses were the rule despite product or length of run. The Hall will have shown 14 features in this calendar year, Downing said, the same number as in 1949 and only two more than in 1948.

Downing's acumen in picking hit attractions for the Hall is exemplified by "King Solomon's Mines," currently doing robust business. M-G-M's "Kim," starring Errol Flynn, is booked for the holiday season. Also coming in is "The Magnificent Yankee," another M-G-M film, starring Louis Calhern and Ann Harding.

Expect High Budget

(*Continued from page 1*)

$2,500,000 in the original budget request, and then got another $10,000,000 when President Truman asked Congress to expand greatly the "Voice of America" program.

A State Department spokesman today, said the Budget Bureau still had not finally passed on the film division's request for the 1952-53, but "we don't expect it to be any lower."

Reviews

"North of the Great Divide"

(*Republic*)

ROY ROGERS is the champion of a peaceful Indian tribe that is abused and exploited by greedy white men in "North of the Great Divide." The picture is on par with previous ones in the Rogers series which means that it rates well for a standard Western.

The story deals with the Oseka Indians who live on the Canadian border and depend on the yearly run of salmon for their livelihood. A pair of hustling crooks, Roy Barcroft and Jack Lambert arrive on the scene and erect a salmon cannery. Presently they get tougher and tougher and completely block off the run of fish to the Indians. Trouble bubbles and Rogers, an Indian agent, is dispatched to the scene.

In a move to sabotage a rival cannery, the badmen kill a Canadian Mountie and allow the suspicion to fall on an Indian chief. Rogers goes through a series of exploits before he gets to the bottom of the skullduggery. Aiding Rogers in his endeavors are Gordon Jones and the Riders of the Purple Sage. Naturally there are several musical interludes from Rogers and the latter group. Penny Edwards, as a pretty field nurse, adds a refreshing feminine touch.

The production has the asset of Trucolor. Edward J. White was associate producer and William Witney directed, from a screenplay by Eric Taylor. Among the musical scores are "North of the Great Divide," "Just Keep A'Movin'," and "By the Laughing Spring."

Running time, 67 minutes. General audience classification. Release date, Nov. 15.

M. H.

"Mystery Submarine"

(*Universal-International*)

AN imaginative idea is developed into an interesting screenplay in "Mystery Submarine." The story starts out with a plot involving a former Nazi U-Boat, which became a pirate vessel without a country, operating in Atlantic waters, awaiting the day when the "fatherland" will be restored. The melodrama is briskly paced and constitutes quite satisfactory entertainment. MacDonald Carey and Marta Toren are the names for the marquee with support coming from Robert Douglas and Ludwig Donath.

Douglas portrays the U-Boat captain whose mission is to kidnap a refugee scientist in the United States and deliver him to an enemy power. To achieve that end, Douglas uses Miss Toren as a dupe. He tells her that her husband, a U-Boat officer who was reported dead in the war, is still alive. To see him again she must obey orders and they involve the arrangement of a yachting trip with the scientist aboard. That done, it becomes simple for the sub to surface and whisk both scientist and Miss Toren from the yacht.

Ralph Dietrich's production is told almost entirely in flashback as Miss Toren is about to be charged with treason. When the Navy senses the existence of the stray submarine, it assigns Carey, a doctor and Navy veteran, to track it down. After a series of adventures Carey locates the sub, and feigning an allegiance to the "fatherland" he is made a member of the crew. It thereafter becomes a dangerous, patience-demanding task, to deliver the sub into the hands of the U. S. Navy and save the life of the ailing scientist. There are a number of dramatic and melodramatic calls before this is accomplished. Miss Toren's helpful heroism in releasing a tell-tale flare from the sub results in the treason charges being dropped. Scenes of the U. S. Navy in full, deadly pursuit of the sub are excitingly done. Douglas Sirk directed, from a story and screenplay by George W. George.

Running time, 78 minutes. General audience classification. For December release.

M. H.

MPIC Meeting

(*Continued from page 1*)

comprehensive program of cooperation with the government in its battle against Communism. The projected all-industry loyalty oath is under its jurisdiction. It will report again on Dec. 20.

Art Arthur and Roy Brewer, MPIC representatives at the Council of Motion Picture Organizations meeting in New York, reported on COMPO activities.

Following a report by Allen Rivkin, treasurer, the MPIC annual budget was increased from $30,000 to $35,000.

Wilder Europe Bound Has New Para. Pact

HOLLYWOOD, Nov. 23.—Billy Wilder has signed a new Paramount contract calling for services as producer-writer-director for three scheduled motion pictures.

Wilder has flown to New York enroute to Europe to seek motion picture story material.

Arnall, Faris Depart From Washington

WASHINGTON, Nov. 23.—Ellis Arnal, president of the Society of Independent Motion Picture Producers, was here "on personal, not society business," and then left for Atlanta for the Thanksgiving week-end. He expected to return to New York early next week.

Marvin Faris, SIMPP executive secretary, continued "exploratory" meetings with government officials on the economic control outlook, but said there were no concrete developments. He has gone back to the Coast.

SWG to Take Strike Vote on Dec. 14

HOLLYWOOD, Nov. 23.—The Screen Writers Guild has set Dec. 14 as the date for a special membership meeting where a strike vote against major studios, with whom negotiations for a new contract have broken off, will be taken.

A strike, under NLRB regulations, could be implemented in about four months.

20th-Fox

(*Continued from page 1*)

on Dec. 6, according to the Department of Justice's interpretation of the court decision, which has been upheld by the U. S. Supreme Court and reports from Washington were that Justice intended to take steps to hold the companies to the date.

Both 20th-Fox and Warners have been engaged in talks looking to a consent decree for some tim[illegible]nd attorneys here were skeptical [illegible] these negotiations would be interrupted by a hard-and-fast application of the deadline.

A spokesman at Warners, whose negotiations have been underway longest, said that the company looked for a favorable settlement in the near future, but not before Dec. 6.

Loew's has not yet announced any discussions with the government on a consent decree, and is reported to be considering taking the full three years allowed by the court for completion of divorcement.

No comment on current developments was available at Loew's home office.

WASHINGTON, Nov. 23.—A Justice Department spokesman said the Department might not insist on Warners and 20th Century-Fox meeting the Dec. 6 divorcement plan deadline "if developments in the next week make us feel we're far enough along in consent decree negotiations with them."

The Department will insist Loew's meet the deadline, the official said.

Ill. Game on TV

(*Continued from page 1*)

sity had agreed to participate in the big screen televising of "Big Ten" football games this fall at B. and K. theatres, but withdrew from these plans because "it was unable to weigh all of the factors involved."

When the University of Illinois asked Northwestern this week if it would agree to the televising of this game, which has great bearing on whether Illinois goes to the Rose Bowl New Year's Day, Northwestern agreed.

Last Saturday's Game

Last Saturday's game between Illinois and Ohio State was the fifth and final Illinois "home" game to be televised and was to have ended the season's theatre schedule. This game was the most successful of the five in attendance, audience reaction and press notices.

The State Lake, with its 2,700 seats, was sold out by noon, and the Tivoli, which had been attracting very light attendance, hit a high of 3,200, or 200 seats less than capacity. Audience reaction was very favorable and so were the comments of Chicago newspapers.

B. and K. officials expect Saturday's game to be another box-office success and are beginning an immediate advertising campaign.

Youth Conference

(*Continued from page 1*)

held at the National Guard Armory in Washington, 35 work groups will deal with the major problems and issues relating to the conference theme on how every child may be given a fair chance for a healthy personality.

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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 101 NEW YORK, U.S.A., MONDAY, NOVEMBER 27, 1950 TEN CENTS

COMPO-TOA Settlement 'Months Off'

Depinet-Gamble Meeting Viewed as Preliminary

A period of three to six months may elapse following the meeting this week between a special Council of Motion Picture Organizations committee, headed by Ned E. Depinet, and the Theatre Owners of America committee, under the chairmanship of Ted. R. Gamble, before TOA's future status with respect to COMPO will be resolved, observers indicated here at the weekend.

Meanwhile, according to the TOA leadership, the exhibitor organization will continue as a "provisional" constitutent member of COMPO. TOA technically is not a member of COMPO

(*Continued on page* 4)

Joint TESMA-TOA Meet Now Seen For D.C. in '51

WASHINGTON, Nov. 26.—The first joint convention and equipment exhibit of Theatre Owners of America with Theatre Equipment and Supply Manufacturers Association and Theatre Equipment Dealers Association will be held at the Shoreham Hotel here next year, if arrangements now under discussion here can be concluded satisfactorily.

The tentative dates for the conventions and exhibition are Nov. 4 to 11,

(*Continued on page* 4)

Name Stillman to Unesco Film Panel

Robert Stillman has been named to represent the Society of Independent Motion Picture Producers on the UNESCO Film Panel, by appointment of Ellis Arnall, SIMPP president. Myrna Loy is chairman of the panel.

Stillman, who was associated with Stanley Kramer in the production of "Champion" and "Home of the Brave," is currently engaged in the production of six films for United Artists.

U. S. Government Dedicates National Theatre at Capital to Carter Barron

Washington, Nov. 26.—The U. S. Government's open air theatre in Rock Creek Park here will from now on be known as the Carter T. Barron Amphitheatre, in honor of the Loew's executive who died here recently.

The decision to name the theatre in honor of Barron was announced by Secretary of the Interior Oscar Chapman after consultation with President Truman. A formal dedication is planned for the spring.

Barron, an outstanding civic leader as well as a leading film industry official, was executive vice-chairman of the National Capital Sesqui-Centennial Commission which built the amphitheatre this year as part of the campaign to celebrate the 150th anniversary of the naming of Washington as the National Capital. The theatre, which comes under Interior jurisdiction because it is in a government national park, has been called the Sesqui-Amphitheatre and was never formally named.

Chapman said that it was fitting that the amphitheatre be named after Barron, "who more than any other person was responsible for its construction."

Second Term Is Seen for Rembusch as Allied Head

WASHINGTON, Nov. 26.—The board of directors of Allied States Association will hold its annual mid-winter meeting at the Statler Hotel here on Feb. 15 and 16.

A meeting of the Caravan Committee on Feb. 14 will precede the national board session, to be presided ever by Abram F. Myers, board chairman.

The agenda at the board meeting will be topped by election of officers. Trueman T. Rembusch is almost certain to be named for another year's term as president of Allied. It has become a tradition for Allied presidents to serve for two years, and with Rembusch's first term having been as successful as it has, Allied officials certainly will not now break that tradition, it is understood.

Wilcox-Neagle Due Here for Dec. Visit

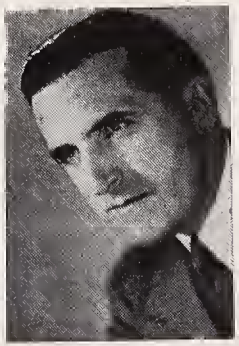
LONDON, Nov. 26.—Anna Neagle, Herbert Wilcox and Michael Wilding will leave for America Thursday on the *S.S. Queen Elizabeth* for Canadian premieres of "Odette," their successful new picture which promises to be the first British film to recover its negative cost from the European Continent alone.

The film is now showing in four theatres in Paris simultaneously, and is doing outstanding business here, and in Sweden, Holland and Norway, where it had Royal Premieres. It will open in Brussels on Tuesday. Canadian premieres will be held in Montreal, Dec. 6, and Toronto, Dec. 7. J. J. Fitzgibbons of Famous Players

(*Continued on page* 4)

Business Good, New Theatres Planned In Latin America

Business conditions throughout most of Latin America are good, with numerous theatre operators and others planning new theatre construction, Al Daff, head of worldwide sales and distribution for Universal, reported on his return from the company's three-day Latin American sales conference in Buenos Aires late last week.



Al Daff

An exception to the general rule of good business in South America is, of course, Argentina, where revenue remittances are still pre-

(*Continued on page* 4)

Equipment Men Set Meeting with NPA

WASHINGTON, Nov. 26.—National Production Authority officials will meet here on Tuesday with representatives of theatre equipment manufacturers and dealers to discuss theatre modernization and maintenance needs

(*Continued on page* 4)

Dismiss CSU's $43-Million Studio Suit

Court Holds CSU Had No Basis for Action

LOS ANGELES, Nov. 26.—The Conference Studio Unions' suit against major studios, IATSE and a large number of individuals, seeking $43,000,000 in damages, has been dismissed by Federal Judge William C. Mathes.

The jurist ruled that the complainants had no cause for action and were not entitled to recovery.

Filed July 7, 1947, the suit charged major film companies and IATSE had entered into a conspiracy to eliminate all but IATSE unions from studio work, thereby precipitating the studio strike which occurred in June, 1946. The amount sought

(*Continued on page* 4)

Thanksgiving Take 'Satisfying' to N.Y. First-Runs

Business was good—"not terrific, but very satisfying," as one manager put it—at New York first-runs on Thanksgiving Day and the following three-day weekend.

Macy's annual parade and snow flurries caused a lull on Thursday morning, but business built up in the afternoon and evening. Schools were closed Friday, aiding a daytime

(*Continued on page* 4)

Rivoli's Guarantee Corrals 'Mudlark'

A guaranteed minimum run of eight weeks has been given 20th Century-Fox by the Rivoli Theatre here for "The Mudlark" as part of a deal described by the distributor as "the highest guarantee in recent Broadway first-run history."

The picture, which was this year's "command performance" film in London, will open at the Rivoli on Dec. 21 instead of the Roxy Theatre, as first planned.

Compo's Executives Will Address Ampa

Ned E. Depinet, president of the Council of Motion Picture Organizations; Arthur L. Mayer, executive vice-president; Robert W. Coyne, special counsel; Charles E. McCarthy, information director, and Dick Pitts, editorial director, are scheduled to address the luncheon meeting of the Associated Motion Picture Advertisers at the Hotel Piccadilly here on Thursday.

The address of each will contribute to "The COMPO Story," which has been designated as the meeting's topic.

Skiatron Gets FCC 30-day Test Okay

WASHINGTON, Nov. 26.—Skiatron Corp. has been given permission by the Federal Communications Commission to run a 30-day test of its subscriber-vision TV system over station WOR-TV, but strictly on an experimental, laboratory basis.

There will be no home reception of the Skiatron programs, as will be the case with Phonevision's system. The only receivers will be in Skiatron's laboratory and the station. A few persons can be invited to see the programs there, but that is all, the FCC said. Tests must be carried on in non-regular hours—that is, from midnight until 10 A.M.

Skiatron's system uses an unscrambling key, and does not involve telephone wires, as Phonevision does.

The tests can be made for a 30-day period, starting from the date when the company will receive in the mail its formal authorization letter—probably tomorrow.

The Commission also specified that its action did not mean approval of any system of subscribed-vision and that WOR and Skiatron must not give any impression that the system has been okayed on a permanent basis. Announcements as to the experimental nature of the tests must be carried at the beginning and end of each program, the Commission stipulated.

FCC in Attempt to Dislodge Color TV Restraining Order

CHICAGO, Nov. 26.—The Federal Communications Commission has filed a brief in Federal Court here in an effort to set aside a restraining order issued last week by three Federal judges postponing commercial color television under a system devised by Columbia Broadcasting and approved by the FCC as the color system for television. The FCC also asked that a suit for an interlocutory injunction, filed by RCA and two affiliates, be dismissed.

The breif denies that the Commission's order will be prejudicial to the public interest, as charged by RCA, and that the Commission failed to give RCA sufficient time to develop its color system. The brief also asserts that the plaintiffs have failed to show irreparable legal injury. CBS filed a similar brief earlier this week.

Personal Mention

GEORGE MUCHNIC, vice-president of Loew's International, has left New York for Japan on business.

•

JACK GOETZ, of Republic Pictures, and Consolidated Film Industries, and MRS. GOETZ announce the marriage of their son, CAPTAIN JACK M. GOETZ, to MAUDE A. AVERETTE on Saturday, in the New York City home of the groom.

•

ROBERT TAYLOR and BARBARA STANWYCK are in San Francisco, with TAYLOR scheduled to enter Stanford University Hospital for a physical checkup.

•

JULES GOLDSTONE, who heads the Goldstone Agency in Los Angeles, is here to meet with agents and publishers on screen properties.

•

LOUIS ASTOR, Columbia's circuit sales executive, announces the engagement of his son, BURTON H. ASTOR, to BARBARA JUNE BERNBACH.

RALPH B. AUSTRIAN, financial vice-president of the Society of Motion Picture and Television Engineers, has returned to the Coast from a six-week visit in New York.

•

H. V. ZEPPELIN, manager of Western Electric Co., Inc., of Argentina, has returned to Buenos Aires, from New York.

•

C. H. VANCAMP, who has held the post of accounting office manager for Monogram's Hollywood studio, has been promoted to chief accountant.

•

STANLEY FELLERMAN, son of MAX FELLERMAN, United Paramount Theatres executive, will be inducted into the Armed Services on Wednesday.

•

W. A. SCULLY, Universal Pictures vice-president and general sales manager, is due to return here today from Florida.

•

LEON BRANDT, Eagle Lion Classics' advertising and publicity director, has returned here from Boston.

Phonevision Denies It Has Test Films

CHICAGO, Nov. 26.—If major companies are turning over their films for the long delayed Phonevision test in 300 homes here it is news both to Zenith Radio Corp. and to the film companies' Chicago exchanges which normally would supply the prints.

Ted Leitzell, Zenith public relations manager, said the company does not have the films it needs for the test. Branch managers of the film companies mentioned in the apparently erroneous reports, were shocked when asked what films were being offered for the test. Said one branch manager: "If those stories are true, there's going to be an increase in the number of bowling alleys in Chicago."

Leitzell, saying the stories, which were published elsewhere, are not correct, observed that Zenith will not go ahead with the test on Dec. 1 unless it is able to obtain 90 films which represent a cross-section of quality Hollywood product. The films need not be new, although Zenith would like to have some current product, but all must be good enough to provide a fair test of Phonevision, he said.

WASHINGTON, Nov. 26.—The Department of Justice refused to confirm reports published elsewhere that it has intervened with film companies on behalf of Zenith Radio to obtain films for the latter's 90-day test.

Plan U.K. Pact Signing

WASHINGTON, Nov 26.—The Motion Picture Association of America hopes to have the formal signing of the new British remittance pact here on Dec. 4, with Rupert Somervell, assistant secretary of the British Board of Trade, signing for the British government and MPAA president Eric Johnston and SIMPP president Ellis Arnall signing for American film companies.

Valos Not Closing, Dispite Chi. Slump

CHICAGO, Nov. 26.—"Business is bad in the Chicago area, but we're still not closing any of our downstate or suburban theatres," said Thomas K. Valos of the Valos circuit, when asked about the current trend in closing many neighborhood houses because of the box-office slump.

The Essaness circuit will close nine of its houses this week because they have failed to meet operating expenses. Balaban and Katz has closed two neighborhood houses and will shutter three more very soon. Two Warner theatres have been closed "for repairs." The Schoenstadt and Bartelstein circuits have no definite plans for closing any of their theatres, but are "watching the situation carefully."

Warning that business is always bad just before the holidays, Valos attributed most of the slump to the increase of TV in the area, although "other factors also enter in." He told the theatremen "not to get panicky about television. It'll have its day just like rado and will then exhaust itself as a threat to movie theatres," he said. Co-operation between theatremen, producers and distributors is the only solution to the problem, according to Valos.

Valos, who has just returned from a six-month visit to Europe, said business was excellent there and attributed it to the lack of TV and the quality and popularity of American product.

Lodge to Cite Gray

New York's Cinema Lodge of B'nai B'rith will pay tribute to Barry Gray, New York radio commentator, as an outstanding champion of civil rights, at a special meeting at the Hotel Henry Hudson here tonight. Jack H. Levin, Cinema Lodge past president, and Richard Malkin, program chairman, are in charge.

Newsreel Parade

THE LONG ISLAND train wreck and the Will Rogers Hospital drive mark current newsreel highlights. Other items include floods in the West, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 94—All-American football. Floods wreak havoc in Reno and California. *USS New Jersey* recommissioned. Long Island railroad wreck shocks the nation.

NEWS OF THE DAY, No. 225—Long Island train wreck. Record floods in the West. Silk in the fashion spotlight. *USS New Jersey* back in service. Turkey for Truman. Will Rogers drive. William Foster in Korea.

PARAMOUNT NEWS, No. 28—West German troop training. School for turkey carving. Will Rogers Hospital drive. Fashions in stockings. Long Island train wreck stuns the nation.

TELENEWS DIGEST, No. 47-B—A Telenews report—Should we rearm Germany? Korean civilians rebuild. Vincent Impellitteri in Cuba. Perlin goes into production in Germany. Toys.

UNIVERSAL NEWS, No. 407—Long Island rail tragedy. Floods in the Midwest leave thousands homeless. ECA's William Foster in Korea. Civilian dog tags. Will Rogers drive. Bonzo, the chimp.

WARNER PATHE NEWS, No. 29—Long Island train crash. Floods rage on the West Coast. President Truman gets tag. Will Rogers drive. ECA chief in Korea. Drive for toys for tots. New plane. Bishop Donegan installed.

Rep.'s Own Staff in U. K. Starts Dec. 31

LONDON, Nov. 26.—Republic Pictures and British Lion have mutually agreed to end the 15-year-old distribution franchise tomorrow by which the latter distributes Republic product here, but British Lion will continue to service existing contracts until Republic's own distribution organization begins operations here on or before Dec. 31.

Republic Pictures International (Great Britain) was formed recently and it is now being staffed by Charles B. Newbery, who will be its operating head, under the supervision of Herbert J. Yates, Republic president, and Richard Altschuler, Republic export manager, both of whom have been in London for the past week, from New York.

German on Chemical Bank Advisory Unit

William J. German, president of J. E. Brulatour, Inc., has been elected to the advisory board of the Times Square office of the Chemical Bank nad Trust Co., N. Baxter Jackson, chairman of the bank, has announced. The bank's Time Square branch has handled considerable motion picture financing.

German is also a director of Universal Pictures, Associated Motion Picture Industries, Inc., and the Variety Clubs-Will Rogers Hospital at Saranac Lake.

Opens Christmas Day

Columbia's "Born Yesterday" will open at the Victoria Theatre here on Christmas Day.

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VB's Kalmenson Vill Assist in 3rotherhood Week

Ben Kalmenson has accepted the ost of chairman of the distribution ommittee of the motion picture divi- on of the National Conference of hristians and Jews for "Brotherhood /eek" according to Charles M. eaga[illegible] Loew's chairman of the otion [illegible]ture division. "Brotherhood /eek" will be observed Feb. 18-25.

Kalmenson is president of Warner rothers Distributing Corp., and vice- esident and general sales manager Warner Brothers Pictures, Inc.

Reagan also announced that Bernard oodman, sunperviser of Warner ex- ianges, will assist Kalmenson.

Meanwhile, Robert E. Kintner, president of American Broadcasting, will rve as national chairman of the idio committee for "Brotherhood /eek," it was announced by Eric ohnston, general chairman of "Broth- hood Week."

The committee, comprising 40 radio cecutives from networks, professional ssociations, unions and stations iroughout the country, will head the ork of the broadcasting industry in onsoring programs appropriate for ie week.

Problems Will Be Iet': Schwalberg

Commenting on the exhibitor meet- igs he recently attended in Ohio, In- iana and North Carolina, A. W. chwalberg, president of Paramount ilm Distributing Corp., said at the eekend that he is both gratified and icouraged by the optimistic note that revailed at the various gatherings of ie theatre men.

"I found," said Schwalberg, "that ie thinking of exhibitors coincides ery closely with my own, that is iere is an awareness of the problems e face these days, but much evidence indicate that these problems will e met and overcome."

Continuing his policy of meeting ith exhibitors whenever possible, chwalberg will attend the conven- on of the Allied Theatre Owners of ie Gulf States on Dec. 4 and 5 in Iew Orleans.

Iulvey at Coast Confabs

James A. Mulvey, president of amuel Goldwyn Productions, has laned to the Coast from New York r conferences with studio heads on iture Goldwyn product. He is ex- ected to return within a week.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"The Mudlark"

(20th Century-Fox)

AN INCIDENT in Queen Victoria's reign which developed into what might be termed an historic trifle is dramatized roundly in "The Mudlark." Made in England, the picture stars Irene Dunne as Victoria, Alec Guinness as Disraeli, and introduces a wonderful youngster, Andrew Ray, as the tattered moppet who wanted to see the queen. The picture recently enjoyed a Royal Command Performance in London, and there is little doubt that this distinction, plus all the attendant publicity, will have a marked box-office effect.

Nunnally Johnson who did the screenplay, has given his work more dignity and charm than pace. There are memorable sequences and touches in the film, but these are contrasted by others that are verbose and prolonged. Effective period settings and costumes have been designed for the action, which was directed by Jean Negulesco.

Actually the story is a happy weaving together of three diverse little themes. There is the story of the ragamuffin who catches national attention by slipping into Windsor Castle, the plight of the Queen who shut herself up after the death of her husband despite the demands of the people that she come out of seclusion, and the slender romantic thread between the queen's lady-in-waiting and a lieutenant of the guard.

The picture derives its title, "The Mudlark," from the term which was used to characterize youngsters who scavenged on the banks of the Thames. As a mudlark, 11-year-old Ray picks up a cheap plaque bearing the image of the queen. Intrigued, the young orphan decides to see the queen.

The way the youngster gets past the sentinels, tumbles through a coalshute into the castle basement, and then goes wandering inquisitively through the regal corridors and rooms forms an amusing episode. A great stir is created when the boy is discovered and there follows a series of dramatic strains and stresses affecting many. It is through this incident, however, that Disraeli is finally able to persuade the queen to return to the public light and open a foundling hospital. All ends happily.

Miss Dunne is properly imperious in her role while Guinness performs with a fine urbanity and eloquence. A Darryl F. Zanuck presentation, it was produced by Johnson from the novel by Theodore Bonnet.

Running time, 99 minutes. General audience classification. Set for January release.

MANDEL HERBSTMAN

"Of Men and Music"

(20th Century-Fox)

A CHOICE concert package has been handsomely wrapped up by 20th Century-Fox in "Of Men and Music." In cooperation with World Artists Productions, the company brings to theatre audiences portraits of musical artists who are pre-eminent in their field. In the words of Deems Taylor, who supplies the narration, the artists are presented "not only as musicians but as human beings." The 85-minute film will find a ready audience everywhere among music lovers and concert goers. It also taps a new field of potential subject matter.

The scriptwriters have fashioned innocuous but satisfactory story devices to present the artists in candid, human frames. This introduction accomplished, the artists proceed with their musical selections. Featured, in the order of their appearance are: Arthur Rubinstein, Jan Peerce and Nadine Connor, Jascha Heifetz and Dimitri Mitropoulos, conducting the Philharmonic-Symphony Orchestra of New York.

Rudolph Polk and Bernard Luber produced and Irving Reis directed. A quartette of writers, Liam O'Brien, Harry Kurnitz, John Paxton and David Epstein, did the screenplays.

The selections heard follow: Rubinstein: Spinning Song, by Mendelssohn; Liebestraum, by Liszt; C Sharp Minor Waltz, by Chopin; A Major Polonaise, by Chopin. Heifetz: Prelude to the Partita in E Major, by Bach; Girl With The Flaxen Hair, by De Bussy; Scherzo Tarantelle, by Wieniawski; 24th Caprice, by Paganini. Peerce: Aria O Paradiso from the Opera L'Africana, by Meyerbeer; Mattinata by Leoncavallo. Conner: Aria from Don Pasquale, by Donizetti. Peerce and Conner: Duet, From Opera Lucia, by Donizetti. New York Philharmonic: Rehearsal of portions of Third Movement of Liszt's A Faust Symphony.

Running time, 85 minutes. General audience classification. Release date, not set.

M. H.

Lady Yule's Estate Goes to Daughter

LONDON, Nov. 26.—Lady Annie Henrietta Yule, who died July 14, left £523,198 ($1,464,954), on which death duties of £273,655 have been paid. She owned British National Films and formerly was active in many phases of British film company financing. Production at British National's Elstree studio ceased in 1948.

Lady Yule's husband reportedly left her a fortune of £9,000,000 ($25,200,000) in a trust, of which the income only was paid to Lady Yule. The trust and her personal estate now pass to her daughter, 46-year old Miss Gladys Meriel Yule, now one of Britain's wealthiest women.

Dryhurst - Brisson Set Joint Filming

LONDON, Nov. 26.—An agreement by which Edward Dryhurst's Hallmark Productions, Ltd., and Frederick Brisson's Independent Artists will produce pictures jointly in Europe was announced by Dryhurst on his return here from America.

"Forbidden Cargo," starring Dennis O'Keefe, is first on the schedule, with location shooting in Spain set for April. Dryhurst will return to the U. S. in the near future to complete arrangements with other unidentified American interests for joint production of two additional films. One will be "Bullet in the Ballet," with music by Stravinsky, he said.

NEWS in Brief . . .

WITH "King Solomon's Mines" currently playing 125-first-run situations as part of the Thanksgiving Week festivities, M-G-M will concentrate on "Watch the Birdie" as the Christmas Week attraction and "Pagan Love Song" as the New Year's Week in as many key situations as possible. All of Loew's out-of-town theatres have already booked "Watch the Birdie" as the Christmas feature, and "Pagan Love Song" for the New Year's show.

•

"Antic Spring," featuring Lita Schneider, daughter of Samuel Schneider, Warner vice-president, as "Blossom," a one act comedy was presented by the Tower Players at New Rochelle, N. Y., High School. Reception was such that the play was re-enacted, at the New Rochelle Women's Club. The play was directed by Emerson Burke, assisted by Doris Leighton and Robert Schneider, son of Warner's Schneider.

Altec to Service Theatre Television

Arrangements have been made for General Precision Laboratory's new theatre television system recently demonstrated at industry gatherings in Chicago, Houston and Lake Placid, to be serviced by Altec, it is announced by W. E. Green, National Theatre Supply president.

Green said that many exhibitors had displayed interest in the new theatre system, called "Videofilm" and which NTS is distributing. Altec's nationwide service facilities will enable any technical problems to he handled in conjunction with regular sound service, Green said.

Meanwhile, a new development said to make recorded television programs "with picture quality equal in all respects to the original 'live' telecast possible on all TV stations" has been announced by General Precision.

The new unit is a video recorder with electronic instead of mechanical control and the company claims it will improve picture quality of all delayed telecasts.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES

Deny UA Move In Towne Suit

CHICAGO, Nov. 26.—Federal Judge William Campbell has denied the motion of United Artists to dismiss charges brought against it by the Milwaukee Towne Theatre Corp. and ruled that the case would be referred to William D. Saltiel, master-in-chancellory, for hearing.

Towne alleges that UA in combination with other producers, exhibitors and distributors, engaged in a conspiracy to monopolize the exhibition of films and the operation of theatres in Milwaukee in violation of the Sherman Anti-Trust Act. Towne further alleges that it was forced into an agreement whereby it got first-run product in return for selling UA one-third interest or 200 shares for $10,000, in the corporation. If UA is allowed to keep the stock, it will share in a recently awarded judgment of over $1,250,000 to the Towne, received through an anti-trust case against the majors, of which UA was not a defendant.

UA moved to dismiss these charges saying that a contract is a contract and that the Sherman provisos cannot in this case be stretched to include the alleged illegalities which may have prompted the contract.

The Towne contended, and the court agreed, that the Towne does not purport to state a claim under the Sherman Act. "The relief sought is of an equitable nature that has been traditionally available to an innocent party to an invalid contract," Judge Campbell said in his released written opinion.

Stage Group Seeks Rank's Leicester Sq.

LONDON, Nov. 26.—Negotiations for the sale of J. Arthur Rank's 1,753-seat "showcase" house, the Leicester Square, to legitimate theatre interests here which include Bernard Delfont, musical producer, are nearing completion.

The price has not been disclosed but it is reported to be around £500,000 ($1,400,000). The deal is being handled by Goddard and Smith, well known real estate agents.

Claude Lee in New Ad Film Connection

Claude F. Lee, vice-president of Tom Connors Associates, Inc., will join the Motion Picture Advertising Service Co., Inc., of New Orleans as divisional sales manager for the Northeastern states and associate director of national advertising sales, reports Carl J. Mabry, president of MPAS.

Wilcox-Neagle

(Continued from page 1)

Canadian will give the picture extended playing time on that circuit.

Miss Neagle and Wilcox will arrive in New York from Toronto on Dec. 8 and will be there until Dec. 16 when they will sail for England on the *S.S. Queen Mary*. Wilding will go to the Coast to make a picture for M-G-M, returning here next April, when he will resume work on the Wilcox-Neagle program, which includes three pictures a year for the next several years.

TOA-COMPO Dispute

(Continued from page 1)

since the TOA convention early this month in Houston did not renew its expired one-year membership in COMPO.

TOA's proposal for an expanded COMPO executive board to accommodate regional exhibitor associations' representation is understood to be so constituted as to call for extensive deliberation by the COMPO board, whose subsequent action, if it should embody counter-proposals, would call for equally extensive deliberation by the TOA board, and perhaps individual votes by TOA regional affiliates.

Depinet is due back in New York from a business trip in a day or two. The Gamble committee, which includes Gael Sullivan, TOA executive director, and Si H. Fabian, are expected to meet with him soon after his return. The COMPO president is expected to have Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, special counsel, sitting in on the conference.

TOA's proposal represents the unanimous decision of the eight-man TOA group, headed by Gamble, which met here in a prolonged night session a week ago immediately following adjournment of the COMPO board meeting in New York. Although the exact nature of the proposal is being kept secret pending its presentation to Depinet, its stipulations are understood to hinge on financial considerations, namely, the extent to which contributions by regional organizations should determine the "size of their voice" in COMPO affairs.

COMPO board members have observed that what TOA now has in mind could well have been incorporated in the tenets which were laid down when COMPO was in process of formation a year ago. TOA leaders have answered this with the observation that the possibilities involved were not apparent during organizational meetings.

Business Good

(Continued from page 1)

vented and in consequence American companies are not sending in new pictures.

Daff reported that Hollywood films still retain their top popularity in the Latin American market but noted that British films are making good progress there. John Davis, chief aide to J. Arthur Rank, whose product is distributed by Universal, attended the Latin American sales meeting and was reported to have been favorably impressed by the market conditions he observed. Davis left here for London late last week.

Daff said 12 of Universal's forthcoming releases were screened for the sales meeting and were received enthusiastically by the Latin American sales forces there. Following the meeting in Rio, Daff and Davis visited Sao Paulo, where he reported continuing industrial development is exerting a strong economic influence throughout a huge surrounding area in Brazil.

Daff and Davis narrowly missed an accident in the take-off of the plane in which they started their journey at La Guardia Field here when it was compelled to brake after having covered more than half the runway distance. Later, over Uruguay, their plane developed motor trouble and one motor conked out. Nate J. Blumberg, Universal president, who had planned to make the South American trip with them but switched at the last moment and went to the Coast instead, also narrowly missed an accident when the plane in which he was returning here was forced into an emergency landing shortly after taking off and overran the landing strip here.

New Orleans Leads Drive

With only one week left in Paramount's 13-week "Golden Harvest Sales Contest," which began on Sept. 3, the New Orleans branch is leading the field, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. The sales drive winner will be named in approximately two weeks, along with the nine branch runners-up which will share in substantial Golden Harvest awards.

NY First Runs

(Continued from page 1)

influx to the Broadway area that kept streets jammed in mid-afternoon.

Radio City Music Hall continued to lead the parade with "King Solomon's Mines" taking in $26,500 on Thanksgiving and with $98,000 due for the four days. At the Roxy, "The Jackpot" did $18,500 on Turkey Day (better than last year) and looked for $55,000 through the weekend.

The SRO sign is out at the Bijou, where "Cyrano de Bergerac" is doing capacity business at every performance. Extra shows on Thursday and Friday will bring the four-day total to $12,000.

"Copper Canyon" accounted for $9,000 at the Paramount on the holiday and maintained a steady pace, adding up to about $37,000 for the four days. "Breakthrough" grossed $10,000 to start the holiday and was going on to $40,000 for the stretch.

Among other estimates available for the four days were $11,000 for "American Guerrilla in the Philippines," doing well at the Astor; $8,000 for "Never a Dull Moment" at the Rivoli, satisfactory business and $17,000 for "Red Shoes" at the Victoria, where it moved over after its marathon run at the Bijou.

TESMA-TOA

(Continued from page 1)

of next year, it is understood.

Oscar Neu, president of TESMA, is here to examine the Shoreham's facilities and will report back with his findings during the week. It is estimated that the TESMA trade show will require exhibit space for at least 200 booths, or 75 more than this year's show in Chicago. No such accommodations were available for next year in New York, where TOA has scheduled its 1951 convention, except at Grand Central Palace. No suitable dates there, however, were open for next year. The TOA convention will be transferred here from New York if the current arrangements are concluded.

TESMA's 1947 trade show and convention was held at the Shoreham.

Warns Exhibitors of New Holdup Trick

Los Angeles, Nov. 26.—National Theatres has warned its theatre managers and cashiers of a new and unique trick being used by stickup men, described as follows:

A theatre cashier answered the box-office phone. The voice told her that a man with a gun was standing in front of the box office and demanded that she give this man all of the money quickly. She looked up to find a man waiting at the box office. She did as directed by the voice on the phone, the waiting man fled. Evidently, the robbers figured that the method cleared the actual receiver of the money of being a hold-up man.

William Bentley, 45, Rail Wreck Victim

William Bentley, 45, an art director for the 20th Century-Fox, home office advertising department, died Thursday evening from Long Island Railroad crash injuries. Funeral services were held Friday evening.

Bentley had been in the industry for 25 years. Early in his career he was associated with Skouras Theatres in St. Louis, becoming art director of the circuit. Subsequently he worked for Warner and Columbia before joining 20th-Fox.

He is survived by the widow.

Paramount Dividend

The board of directors of Paramount Pictures Corp. has voted a quarterly dividend of 50 cents a share on common stock, payable Dec. 11 to holders of record on Dec. 1.

NPA Meeting

(Continued from page 1)

in the light of NPA restrictions on certain critical materials.

It is believed that the recent protests of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association against the NPA's ban on new theatre construction also will be discussed at the meeting.

Scheduled to attend are: Oscar Neu, TESMA president; Jack O'Brien, sales manager of the RCA Theatre Equipment Section, Camden; Jack Nolan of National Carbon Co., New York; Ray Colvin of St. Louis, executive director of TEDA; Nash Weil of Wil-Kin Theatre Supply Co., Atlanta; Joe Hornstein of Joe Hornstein, Inc., New York, and Joe Cifre of Cifre, Inc., Boston.

Dismiss CSU Suit

(Continued from page 1)

represented wages which CSU workers allegedly had been deprived of by so-called arbitrary and unlawful dismissals.

At the same time, Judge Mathes dismissed the CSU suit against three state labor agencies which had refused to pay unemployment insurance claims to CSU workers who had charged studios with locking them out since 1946. The jurist held that the workers had brought about their own unemployment voluntarily.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 102 NEW YORK, U. S. A., TUESDAY, NOVEMBER 28, 1950 TEN CENTS

Rentals Force Producers to TV: Lippert

Tells Exhibitors Costs Are Up, Terms Are Not

HOLLYWOOD, Nov. 27. — Exhibitor refusal to increase the rentals paid for medium-budget product is driving small picture makers into television, Robert L. Lippert will charge in a signed statement being mailed to exhibitors throughout the country this week.

Lippert will assert that "B" picture rentals have gone up only 12 per cent in recent years. whereas their production cost has risen more than 100 per cent during the same period. The cost of such pictures, according to Lippert, has risen from $25,000 to $60,000 within the past 10 years, with no corresponding increase in rentals from the theatres which play them.

"In a small situation 10 years ago," his statement will say, "you may have had 10 pictures on percentage during a year. Today you have 100."

(*Continued on page 6*)

Broadcasting Hit By Video Losses

WASHINGTON, Nov. 27.—Losses on television cut heavily into the broadcasting revenues of the radio industry in 1949, the Federal Communications Commission said today.

The Commission said that the nation's seven networks and 2,021 stations had net broadcast revenues of $413,784,633 in 1949, compared with only $406,995,414 the year before. However, they earned only $56,262,915 in 1949, as against $64,091,684, the previous year.

This was accounted for by the fact that the four TV networks and 98 TV stations had $34,329,956 in revenues last year, but cost the broadcasters $59,591,906.

MGM Promotional Staff Rises to 18

Metro-Goldwyn-Mayer's staff of field press representatives, working under the direction of Howard Dietz and Dan Terrell in the home office, has been reorganized and new assignments have been made to bring the staff up to full working strength, a total of 18 field men now being located in the various exchange areas.

New men added to the staff include

(*Continued on page 6*)

US Admission Tax Off Only Slightly

Washington, Nov. 27.—General admission tax collections in October, reflecting September business, were just a shade below those for Oct., 1949, the U. S. Bureau of Internal Revenue reported here today.

It said collections in October were $35,036,535, compared with $35,074,206 last year. Collections in both August and September of 1950 were sharply below 1949 totals.

Say 'Quo Vadis' To Run 3 Hours

Shooting on M-G-M's "Quo Vadis," which will cost nearly $6,000,000, will run for approximately three hours in its final version, it was reported here yesterday by Sam Zimbalist, producer, and Mervyn LeRoy, director, upon their return on the *SS Liberte* from Rome.

Almost 500,000 feet of Technicolor film was shot in the five-and-one-half months of filming, all in Rome and its environs, they said, and some 300,000 extras appeared in the production, which stars Robert Taylor and Deborah Kerr. Final editing, dubbing in music and completion of the final Technicolor print are expected to take several months, with release of the picture expected some time next fall.

Both men praised the cooperation

(*Continued on page 7*)

Storm Hits N. Y. First Run Grosses; 'Cyrano,' Leader

Among the casualties of Saturday's storm were grosses at New York first-runs, where holiday weekend returns were building into real money until the hurricane cleared the streets of all except the hardiest. When the winds eased Saturday evening, official advice to stay home, aired over the radio, still kept many people away.

Every Broadway house was hard hit, although one, the Bijou, reports that it suffered no financial loss. All seats were sold in advance for "Cyrano de Bergerac," and those patrons unable to attend will be taken care of, about 25 at a time, during coming performances by utilizing boxes not normally sold. Capacity business at the Bijou is $15,800; extra performances on Thanksgiving and the next day following will bring the total to $17,400.

The off-Broadway Sutton reports that "Trio" will do $14,000 in its sev-

(*Continued on page 6*)

U.S. Doubles Duty On Film Imports

Custom duties on motion picture negatives imported into the U. S. will be doubled on Jan. 1, according to a notice in the Federal Registry, Barnett International Forwarders is notifying its clients.

Duty on exposed but not developed negative will increase from one cent

(*Continued on page 6*)

Acceptances Lag for TOA Arbitration Conference

As of yesterday the number of acceptances was considerably below the number of invitations issued to distribution presidents by Theatre Owners of America for the conference on arbitration possibilities which the exhibitor organization has scheduled for tomorrow at the Hotel Astor here. The invitations went out last Wednesday.

In issuing the invitations, TOA took it for granted that if the presidents of the individual companies found it impossible to attend due to previous engagements, they would feel free to send as alternates company attorneys and sales executives.

A check-up yesterday at Loew's, 20th Century-Fox, Paramount and Warners brought reports that deci-

(*Continued on page 6*)

Tax Bill Seen as Aid to Small Firms

WASHINGTON, Nov. 27. — Special lenient treatment for new or growing businesses was tentatively voted by the House Ways and Means Committee today as it continued work on its excess profits tax bill.

The provision for new firms would be of special significance to the film industry, aiding the many new theatre firms set up after the war.

Generally speaking, a new corporation—one starting after 1946—would be guaranteed a rate of return on its assets equal to the average rate of

(*Continued on page 7*)

Storm Batters Theatres In Eastern Areas

Damage Toll Is Heavy; Power Failure General

Relatively few theatres in the New York Metropolitan area escaped damage, whether physical or in terms of power and heat failures, and attendance losses, from the gale-to-hurricane winds and driving rains which swept this vicinity last Saturday. The experience was similar throughout the East from Maine to Delaware and westward to Illinois, where merciless blizzards broke the back of theatre business over the entire weekend.

Locally, the bruising, battering storm wrought damage to marquees, water towers, roofs, skylights and other parts of theatres to the extent that when all inventories are taken the total cost will reach many thousands of dollars. Scars notwithstanding, most houses were

(*Continued on page 7*)

RKO Files Denial In ELC Trust Suit

RKO Radio has filed in U. S. District Court here a general denial of allegations in the $15,000,000 triple-damage anti-trust action brought by Eagle Lion Classics. The plaintiff has charged that the RKO and Loew's circuits by collusive practices have virtually excluded independently-produced pictures from the New York market.

Loew's, which was served with the ELC complaint some 10 days after RKO, is due to file its answer by Dec. 4. Loew's answer is in preparation now.

The New York law firm of Donovan, Leisure, Newton and Lombard,

(*Continued on page 3*)

Say Griffis May Be US Envoy to Spain

WASHINGTON, Nov. 27.—President Truman is expected to announce next month the appointment of Stanton Griffis, chairman of Paramount Pictures' executive committee, as Ambassador to Spain. If the appointment is made it will be the first time in five years the United States has had an Ambassador in Spain.

Griffis recently resigned his post as Ambassador to Argentina.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, and AL LICHTMAN, vice-president, have postponed their scheduled trip to the Coast.

•

MARTIN FRIEDMAN, head of Paramount's playdate department is scheduled to leave here today for Milwaukee for a two-day session at the branch there. Also attending the meetings will be HOWARD MINSKY, Mid-Eastern division manager, and JIM DONOHUE, Central division manager.

•

GEORGE N. GANETAKOS, a partner of Famous Canadian Corp., and B. C. SALAMIS, independent exhibitor of Montreal, have been honored by King Paul of Greece with the award of the Grand Golden Cross of Commander of the Order of Phoenix.

•

SAMUEL PINANSKI, president of the Theatre Owners of America and American Theatres Corp., has been re-elected president of the Hebrew Free Loan Society of Boston.

•

FRED HIFT of the *Motion Picture Herald* editorial staff is the father of twins, KATHE and CHRISTINA, born Friday night at Manhattan General Hospital.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, and his home office assistant, PAUL RICHRATH, are in Boston from New York for the week.

•

LINDSAY DURAND, West Coast fan magazine contact for Paramount Pictures, has returned to Hollywood from New York.

•

BOB HOPE was presented with a citation for distinguished service in the Korean War and World War II by Lt. Gov. JOE R. HANLEY in Albany.

•

IRVING RUBINE, vice-president of Stillman Productions, is due to leave here today for Hollywood, with stopovers in Ohio.

FP-C Dividend and Stock Price Rise

TORONTO, Nov. 27.—The dividend on common shares of Famous Players Canadian Corp. for the final quarter of 1950 has been raised from 25 to 30 cents, it was announced by secretary N. G. Barrow. Payment will be made on Dec. 23 to stockholders of record on Dec. 8.

The news brought a sharp advance of approximately $1.25 in the trading of shares on the Toronto and Montreal stock exchanges. Financial circles anticipate an enthusiastic report on the circuit's operations for the year.

N. E. to Hear Simons

Mike Simons, assistant to H. M. Richey, M-G-M exhibitor relations head, will speak before the New England Theatre Owners at their convention this Sunday in Boston.

Insider's Outlook

By RED KANN

NOW it is reported the TOA will demand that the extent of its voice in the affairs of COMPO hinge on the financial contribution of its regional affiliates. Since TOA is the wealthier of the two national exhibitor associations, its share on the basis of one-tenth of one per cent of each contributing member's 1949 rentals, in the aggregate, will be the largest from exhibition.

But remaining in doubt is what, precisely, TOA means when it talks about "size of their voice" in relation to contributions. Voices raised in argument or persuasion are one matter if all those voices eventually funnel into a single vote, and the single veto continues to apply. Those same voices can be something else again if TOA means they are entitled to more than one vote. On the record, thus far, TOA says no.

■

It is obvious that Allied, which has been reiterating its official contentment with the existing setup, will take a decidedly downbeat view of this proposal for reasons so apparent they require no exposition here.

But Allied would not be alone necessarily. Heated voices reaching outside the closed doors at COMPO's recent two-day meetings in New York were sufficiently penetrating to reporters waiting on the other side to suggest that the TOA was being given a fine going-over. These were voices, other than TOA's, that will have considerable to say if TOA should suggest a fundamental change in the voting structure.

■

Furthermore, on the matter of "size of their voice" in relation to contributions, the Motion Picture Association could—probably wouldn't—have much to observe, too. Since they are to match every penny turned into COMPO by exhibitors, distributors will be shelling out more than TOA. In fact and since they are to equal the money paid by all theatremen, their combined financial support will run far ahead of any of COMPO's remaining nine charter members. On the basis which TOA reportedly has devised, therefore, it will be outweighed on its own formula.

For the present, then, TOA is to continue as a "provisional" member with all of the rights and loopholes that such a membership implies. The uncertainty hanging over COMPO thereby remains until a settlement or a break is reached. Proposals and counter-proposals have to be dealt with, digested, argued over. This means another three months. It may go to six.

■ ■

The Foundation of Motion Picture Pioneers, its legal identity established, now moves toward fulfillment of its purposes: To assist the financially distressed among those who have been part of the industry for 25 years or more.

Most of the Pioneers who face this circumstance require a temporary assist until they can get going once again. Some require permanent help. In those instances where a Pioneer can work, but needs a job, the Foundation proposes bending every effort toward finding him one. Where medical and other bills must be paid, the Foundation will do its utmost to meet payment.

■

Some checks for this worthy purpose are at hand. But requests for help which are accumulating await the time—not too long delayed, hopefully—when available funds are substantial enough to allow the whole program to proceed. While the Foundation has been organized on behalf of Pioneers, anyone who has been employed in the industry for 25 years will be eligible for aid. This simple requirement will be sufficient.

One of the nice approaches will be avoidance of any suggestion of charity. The intent is to make those who need, and get a helping hand feel that they have a right to it by virtue of long service in the industry.

■ ■

If misery still loves company, exhibitors have company. The Associated Press finds attendance at college football games off two per cent this year as against last. But in the East and along the West Coast, especially in Southern California where television is doing a saturation job, the drop is sharper—eight per cent for the East and 11 for the West Coast.

Then there's the experience of the Boston Braves. Night baseball schedules were stepped up to 37 games this year as compared with 34 last and all were televised. Despite the hike in games played, attendance dropped 60,000. Next season, the Braves will telecast only 14 night games. That'll show 'em.

Meeting Today on Building Controls

WASHINGTON, Nov. 27.—The need for liberalization of the government's construction control order to permit more modernization and expansion of theatres will be emphasized at a meeting to be held here tomorrow between officials of the National Production Authority and spokesmen for theatre equipment manufacturers and suppliers.

NPA Administrator William H. Harrison is not expected to take part in the conference, which will be presided over by James H. Follin, NPA official in charge of the construction limitation order. Nathan D. Golden and James Frank of the NPA's film section will sit in on the meeting.

Among industry representatives at the meeting will be Oscar Neu, Jack O'Brien and Jack Nolan from TESMA, and Ray Colvin, Nash Weil and Joe Cifre from TEDA.

W. Pa. Allied to Hold Jan. 16-17 Parley

PITTSBURGH, Nov. 27.—The Allied Motion Picture Theatre Owners of Western Pennsylvania will hold its annual convention and election of officers Jan. 16 and 17 at the William Penn Hotel here.

Film clinics patterned after the ones which originated in Pittsburgh during the Allied national convention will be held.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

Betty HUTTON · Fred ASTAIRE in
LET'S DANCE
COLOR BY Technicolor
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON
NAT 'KING' COLE AND HIS TRIO · JIMMY DORSEY AND HIS ORCH.
Plus MICKEY DEEMS
Plus THE TONG BROS
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

IRENE DUNNE
FRED MacMURRAY in
"NEVER A DULL MOMENT"
RIVOLI B'WAY AT 49th ST

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National Pre-Selling

THE Nov. 24 issue of *Tide*, advertising trade journal, carries a full-size supplement with the sub-title, "Directory Issue of Magazine Merchandising," listing the merchandise aids made available to advertisers by 57 consumer magazines. The compilation is designed to help national advertisers to use the power, prestige and permanence of America's mass and class, circulated magazines, through their merchandising facilities, to influence their salesmen, distributors, dealers and customers.

•

Advance reports indicate that Good Housekeeping's *box-office approach is paying off. The magazine claims that it will lead its field for motion picture advertising in* 1950 *and attributes its improved position to a realistic appraisal of film problems. Dick Shiel, the magazine's impresario, pulls all stops in publicizing any pictures he sells. His tieups range from mailing* 17,000 *pieces of rope as a "teaser for 'Rope'" to featuring Elizabeth Taylor in cooperative ad tieups.*

•

You will be hearing a lot about "Kim." Dan Terrell, exploitation manager for M-G-M, is sending out bundles of promotional material designed to better acquaint the public with the Kipling classic. A "true or false" quiz which asks questions and provides answers is offered as a newspaper contest. Another contest to "Roll a 'Kim' Turban" will bring the public closer to the film. And a national book tieup with Doubleday will result.

•

A luncheon-meeting of a number of top American manufacturers to discuss the part their products will play in the promotional campaign on 20th Century-Fox's "Bird of Paradise," will take place here today at Toots Shor's.

Hosted by 20th's Stirling Silliphant, the luncheon will bring together manufacturers' representatives of major names in the fashion world to lay plans for the Easter merchandising campaign on the picture. Following is a list of the items and the manufacturers who will take part in the promotion timed for spring and summer fashions: Dresses, Sheila Lynn; sportswear, Joselly; handbags, Jenny; hosiery, Holeproof; negligees, Tula; jewelry, Coro; gloves, Dawnelle; blouses, Dorothy Korby; scarves, Glentex; foundations, Lily of France; handkerchiefs, Bloch Freres; bathing suits, Sea Nymph; shoes, Mademoiselle; millinery, Betmar; artificial flowers, Aster; separates, Toni Owen; juniors, Judy and Jill; and bridal gowns, Murray Hamburger.

•

Scholastic magazines have given Stanley Kramer's "Cyrano de Bergerac" their "Movie of the Month" award for December. Announcement by Eric Berger, editor, is considered one of the biggest educational boosts a film can receive. Scholastic's Literary Cavalcade Magazine *will carry a six-page spread with stills from the film, and* Scholastic Teacher *is running a feature story. Total circulation of all scholastic magazines is well over* 1,000,000 *to classroom students and* 200,000 *to teachers.*

—Walter Brooks

Industry War Award Goes to COMPO

The bronze plaque which the government awarded the War Activities Committee as acknowledgement of the industry's work in World War II was presented yesterday to the Council of Motion Picture Organizations by George J. Schaefer, chairman of the industry's war group.

Arthur L. Mayer, executive vice-president of COMPO, accepted the plaque in behalf of COMPO's constituent members.

U. K. Pact Signing Luncheons Planned

Washington, Nov. 27. — Rupert Somervell, Under-Secretary of British Board of Trade, who will arrive in New Yerk from London on the *SS Mauretania* on Friday, will be tendered a luncheon by the Motion Picture Association of America's board of directors there next Tuesday.

The following day Somervell will go to Washington to sign the industry's new remittance agreement with Britain, which became effective on Oct. 1. Eric Johnston, MPAA president, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, who negotiated the agreement in London last summer, will sign for the American industry. Another luncheon for Somervell will be given here next Wednesday.

Mid-Century Loses Suit

A $35,000 judgment against Mid-Century Pictures and its president, explorer Osa Johnson, has been handed down in New York Supreme Court on a motion by Variety Film Distributors, Inc., which had filed a breach-of-contract action. The contract in dispute involved rights to distribution of four pictures made from 2,000,000 feet of film shot in Africa, Borneo and other distant places by the organization headed by Mrs. Johnson's late husband, explorer Martin Johnson.

Mid-Century could not be reached for comment yesterday.

UPT Declares Dividend

United Paramount Theatres' board of directors has declared a dividend of 50 cents per share on common stock, payable Dec. 20, to holders of record on Dec. 5.

New Columbia Office

Atlanta, Nov. 27.—Columbia Pictures will soon open its new Jacksonville branch office.

RKO Files Denial

(*Continued from page* 1)

which filed answers in behalf of RKO, reported yesterday that the denial was in general terms and without particulars.

Meanwhile, at the request of the defendants, start of pre-trial hearings has been postponed until January. They were scheduled originally to get underway here yesterday.

Named also as defendants in the action, but without damage claims, were Paramount, Warner, 20th Century-Fox, Columbia, the "Big U" Exchange and United Artists. These are not expected to file answers.

Federation Drive Luncheon Today

More than 125 women connected variously with the screen, stage, radio and television will attend a luncheon to be given by the women's Theatre Arts Division in behalf of the current $20,000,000 maintenance campaign of the Federation of Jewish Philanthropies of New York at the Hotel Pierre, here today.

Dorothy Fields, playwright and lyricist, who is chairman of the Theatre Arts Division, will be the principal speaker. Also scheduled to sit on the dais are: Mrs. Paul S. Ames, Mrs. Barney Balaban, Miss Anita Colby, Mrs. Simon H. Fabian, Mrs. Oscar Hammerstein, Miss Radie Harris, Miss Theresa Helburn, Miss Celeste Holm, Mrs. Joseph J. Klein, Mrs. Lawrence Langer, Miss Jinx Falkenberg, Mrs. Richard Rodgers, Mrs. Spyros P. Skouras, Mrs. Louis Sobol, Mrs. Nathan Spingold and Mrs. Jesse Asinof, women's division campaign chairman.

Studios Ask Delay On AFL Request

Hollywood, Nov. 27.—Major studio heads have requested more time to consider the AFL Film Council's request for voluntary wage increases to balance the rise in living costs, Council Chairman Roy Brewer reported at today's meeting. Brewer said studio heads asked a temporary delay to facilitate conferences with company presidents due to the far-reaching importance of any decision made on the Council's request presented a fortnight ago. The Council was told that indications are that the producers' reply will be received by Dec. 11 or earlier.

McCarthy to Report This Week on Europe

John G. McCarthy, chief of the Motion Picture Association of America's international department, who returned here last week from Europe where he examined market conditions in France and Germany, will report his findings to the foreign managers of the American distributors at a meeting scheduled for the latter part of this week at the MPAA office here.

4 More Named for 'Brotherhood' Drive

Appointment of Ben Bluestein, William Brereton, Russ Fraser and Harry Mandel as publicity chairmen for "National Brotherhood Week" was announced here yesterday by Max E. Youngstein, Paramount vice-president in charge of advertising-publicity, who is national chairman of advertising and publicity of the motion picture division for the drive.

Bluestein will serve the Memphis exchange area, Brereton the Buffalo area, Fraser, Des Moines, and Mandel the New York area.

Party for Irene Dunne

Irene Dunne will be honored by Spyros Skouras, president of 20th Century-Fox, at a cocktail party at the Stork Club here tomorrow. Miss Dunne is starred in 20th-Fox's "The Mudlark," which will open at the New York Rivoli Theatre on Dec. 21.

Cabinet to Guide Tri-States Circuit

Des Moines, Nov. 27.—A cabinet comprising all home office executives and district managers will now guide Tri-States Theatres operations in Illinois, Iowa and Nebraska, T-S president A. H. Blank discloses.

The announcement follows the recent resignation of Ralph Branton as general manager, whose duties have been divided between Dale H. McFarland, who has been promoted to the post of assistant to the president, and L. McKechneay, and district managers H. D. Grove, William Miskell and Kermit Carr.

In the shift of personnel, Carr has been promoted to head buyer and booker to succeed McFarland but will continue as Des Moines district manager until conclusion of the current "Thank You" theatre drive. After Jan. 1, the Des Moines district manager's post will be abolished, with theatres in Waterloo being assigned to Grove's district.

Filmack in Canada For the First Time

Chicago, Nov. 27.—Entering the Canadian field for the first time in its 32-year history, the Filmack Trailer Co. has appointed Film Art Trailer Service of Toronto, as Canadian distributors.

The deal was completed by Irving Mack, head of Filmack, and S. L. Vinsen, president of Film Art.

Coast Writers Form Production Firm

Hollywood, Nov. 27.—Aubrey Wisberg and Jack Pollexfen, screen writers, have organized a new company, Mid-Century Productions, and have filed incorporation papers at Sacramento. Wisberg is president; Pollexfen is vice-president and Mrs. Wisberg secretary-treasurer.

2 Percentage Suits Filed in Oregon

Portland, Ore., Nov. 27.—Loew's and 20th Century-Fox have each filed a percentage action here in U. S. District Court, against Frank X. Buckmiller, Freeman Geddes and Baker Theatres Co., Inc. Theatres involved in each suit are the Eltrym, Empire and the Orpheum, all located in Baker, Ore.

James J. Kennedy and Robert F. Maguire appear as attorneys for each plaintiff with Sargoy and Stein of New York of counsel.

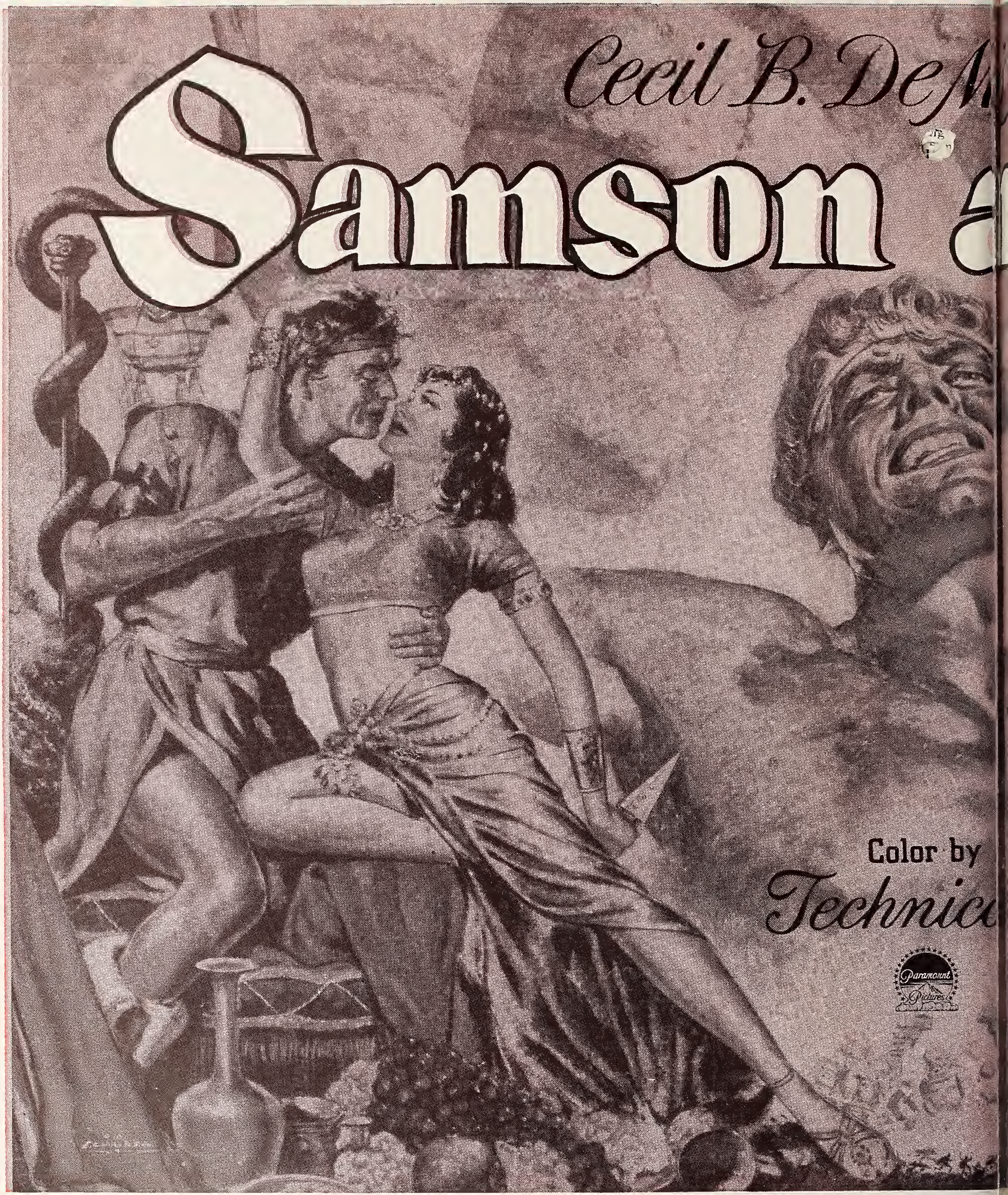
B. & K. Advances the Closing of Three

Chicago, Nov. 27.—Three Balaban and Katz theatres, the Iris, Luna and Park, scheduled for closing because of the current box-office slump in Chicago, were shuttered last evening. B. and K. has already closed the Admiral and Alba, neighborhood houses, and the Garrick in the Loop, and put the Lakeside on evening performances only, except Saturdays and Sundays.

Joins Ealing's Board

London, Nov. 27.—Hal Mason, general manager and production supervisor of Ealing Studios, has been named to the company's board.

GENERAL RELEA

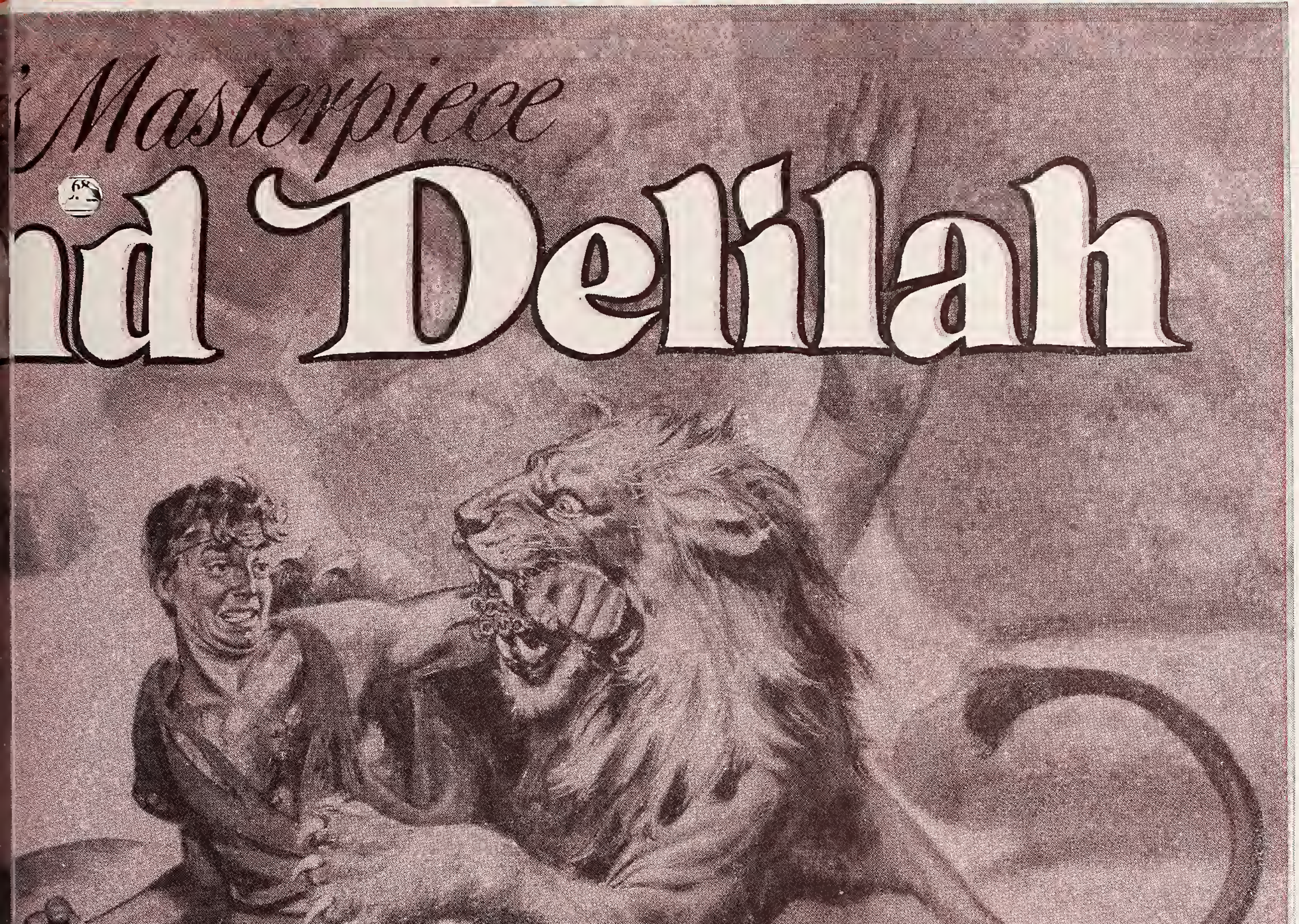

Cecil B. DeM
Samson a
Color by
Technic
Paramount Pictures

Cecil B. DeMille's "SAMSON AND DELILAH" starring Hedy Lamarr·

Produced and Directed by Cecil B. DeMille · Screenplay by Jesse L. Lasky, Jr · Fredric M. Frank · From original

THE GREATEST GR

E IN JANUARY!


Masterpiece
d Delilah

Mature · George Sanders · Angela Lansbury · Henry Wilcoxon

amb and Vladimir Jabotinsky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16 · A Paramount Picture

SER OF OUR TIME!

TOA Lags

(*Continued from page* 1)

sions had not been made as to who from those companies would attend the conference, or whether the companies actually would be represented. William J. Heineman, Eagle Lion Classics distribution vice-president, who received a personal invitation, said he did not plan to attend, and he doubted if anyone else from the company would be on hand.

It was indicated that James R. Grainger, Republic sales vice-president, will be present at the meeting. Also planning to attend is Edward Morey, Monogram executive vice-president. They will be alternates for Herbert J. Yates, Republic president, and Steve Broidy, Monogram president, who were sent invitations.

Attendance Uncertain

Neither William F. Rodgers, Loew's distribution vice-president, nor Henderson M. Richey, exhibitor relations chief, could say yesterday if Nicholas M. Schenck, company president, who received an invitation, would attend. Schenck is in New York, but his office could not indicate what action he took on the invitation. TOA declined to release any information yesterday on the number of acceptances. A spokesman for the organization said an announcement of acceptances would be released today.

Harry M. Warner, Warner Brothers president, and Ben Kalmenson, general sales manager, who have been on the Coast, were reported to be en route to New York and are expected to arrive by tomorrow.

It was not determinable yesterday whether Columbia, RKO Radio, United Artists and Universal would be represented at the conference. Ned E. Depinet, RKO Radio president, is scheduled to return to New York in a day or two from the Coast.

Andy W. Smith, Jr., 20th-Fox distribution vice-president, said he did not know whether he or whether Spyros P. Skouras, company president, would attend the meeting. Skouras was scheduled to leave here this week for the Coast, but has cancelled the trip temporarily. Smith has for long been a champion of arbitration and conciliation as methods for settling exhibitor-distributor disputes.

Rogers Memorial Meet Here Today

The first meeting of the executive committee in charge of New York's activity in the entertainment industries' Christmas Salute to the Will Rogers Memorial Hospital, will be held today in the executive offices here of Fabian Theatres. Nicholas J. Matsoukas is national campaign director.

Irving Lesser, committee chairman, has announced that plans, policy and an over-all program will be formulated for the Times Square "All-Star Christmas Parties" to be held in the Astor Hotel. The first party will be held on Thursday, Dec. 7, from noon to 4:30 P.M., and the second will be held on Saturday, Dec. 9, from seven P.M. to midnight. The parties will be admission-free and will be open to the general public.

Committee members who are scheduled to attend today's meeting include many representative figures in all branches of the amusement industries.

Reviews

"Highway 301"

(*Warner Brothers*)

THE MESSAGE that crime does not pay is driven home forcefully in "Highway 301," a crisp melodrama with documentary touches. Modestly-made, the picture is lacking in top name players, but it compensates in taut action.

The story is an account of a ruthless gang—their daring rise and ignominious fall. Known as the Tri-State gang because of their operations in Washington, D. C., Richmond, Va., and Baltimore, Md., it is masterminded by a grim-faced sadist, Steve Cochran, and three henchman. Robbery after robbery is executed by the men who grow bolder and bolder. When Cochran's girl friend cracks under the strain, he quietly puts a bullet into her.

In the meantime one of the mobsters has brought a girl, Gaby Andre, into the orbit of the gang. However, when she learns that the outfit is not engaged in legal business but outlawry, she begins to wriggle free and thus finally proves the undoing of the gang. When Cochran tries to kill her, he succeeds only in wounding her. To forestall her from "squealing" he decides to go to the hospital and finish her off. Here the police net is set and the remnants of the gang tumble right into it. Others in the cast are Virginia Grey, as the wife of a gang member, and Edmon Ryan, a police officer.

Bryan Foy produced and Andrew Stone directed and did the screenplay.

Running time, 83 minutes. General audience classification. Release date, Jan. 13.

MANDEL HERBSTMAN

"Bandit Queen"

(*Lippert Productions*)

PRETTY solid entertainment best—but only partially—describes "Bandit Queen," which was ably directed by William Berke, and over which Murray Lerner was executive producer, and Jack Leewood was his associate.

Victor West's story, for which West and Buddy Lesser did much researching for period details of the melodrama's script, depicts the strife which existed between original Spanish land-owners and American gold-hunters who were attracted to newly-annexed California by the Sutter gold discovery of 1849. The little-used backdrop for this tale of violence and revenge has Barbara Britton, Willard Parker, Philip Reed and Barton MacLane ably performing the principal roles moving steadily along on the theme to show the injustice worked upon the native Spanish by unprincipled local officers. There is much violence and considerable killing, but the period setting makes for appropriateness and the total effect is convincing. By and large, the picture is an exceptional contribution to its category.

Miss Britton is a native-born Californian, half Spanish, half American, who returns to her home in time to see her parents murdered for their hacienda and gold mine by an American sheriff and his gang. Learning of the local administration's misdeeds against the original land-owners, she masquerades as an American girl from Detroit, creating an identity behind which she finds concealment while formulating a Robin Hood-type band of riders that takes lethal vengeance on members of the gang and restores stolen gold to its rightful owners. Reed plays another Robin Hood of the era, with whom she falls in love, and they are successful in their undertakings, but are caught up with in due time by the militia, whose leader, mentioning an impending repeal of oppressive legislation, permits them to escape arrest.

Others in the able cast are Martin Garralaga, Victor Killian, Thurston Hall, Anna Demetric, Paul Marian, Pepe Hern, Lala Rios, Cecile Weston, John Merton, Carl Pitti, Hugh Hooker, Jack Ingram and Mike Conrad.

Running time, 68 minutes. General audience classification. Release date, not set.

MGM Staff Rises

(*Continued from page* 1)

Richard Mayers, Philadelphia; Earl Evans, Albany and Buffalo; Abe Bernstein, Cleveland and Indianapolis; Ivan Fuldauer, Des Moines and Omaha.

Retirements during the year have included James Ashcraft, Philadelphia; W. G. Bishop, Chicago; Charles Deardourff, Cleveland.

New assignments for men already on the staff include Floyd Fitzsimmons, moved from Albany-Buffalo to Boston-New Haven and Norman Pyle, from Des Moines-Omaha to Chicago.

Continuing previous assignments are: Emery Austin, Atlanta-Memphis; Tom Baldridge, Washington-Charlotte; Dewey Bloom, Toronto; E. B. Coleman, Dallas-Oklahoma-New Orleans; Charles Dietz, Detroit; Bernard Evens, Kansas City-St. Louis; Elliott Foreman, New York; Ted Galanter, San Frnacisco-Seattle-Portland; Ed Gallner, Philadelphia; Louis Orlove, Minneapolis - Milwaukee; William Prass, Denver-Salt Lake City; J. E. Watson, Cincinnati-Pittsburgh.

"King Solomon's Mines," is the first picture to be handled by the completed staff.

Doubles Duty

(*Continued from page* 1)

to two cents on a foot; exposed developed negative duty will jump from one-and-one-half to three cents per foot, and the duty on exposed developed positive film will go from one-half to one cent per foot.

The new rates will apply to all film coming into the U. S. from all countries except Cuba, which has a preferential agreement. Rates affecting imports from Cuba are also raised but are still low in relation to other countries.

Kingsberg to Speak

Malcolm Kingsberg, former president of RKO Theatres, will speak on television and its effect upon society on Friday at the Riverdale Temple here.

Fire Destroys Block

ATLANTA, Nov. 27.—The Woodstock Theatre at Woodstock was destroyed by fire on Saturday, along with a whole city block. The fire started in the theatre.

NY Grosses

(*Continued from page* 1)

enth week, continuing a run marked b
a consistently full house.

The opening week of "The Jackpot
at the Roxy was dimmed by a Satu
day loss estimated at $12,000 but it
expected to draw $75,000 for the wee
nevertheless. The Music Hall report
$93,000 for the four days beginnin
Thanksgiving, some $8-to-$9,000 le
than warranted by business [illegible]ore an
after the storm, but "King Solomon
Mines" is still excellent, with $133,00
due for the third week.

'Breakthrough' Off

"Breakthrough" at the Strand fe
off sharply from an estimated $65,00
for its first week to $40,000 for it
second. The storm cost the hous
$10,000, it was estimated. "Coppe
Canyon" at the Paramount tapered o
to $47,000 for its final week, not ba
considering the weather. The hous
will celebrate its 24th anniversary t
morrow with the opening of "Let
Dance," and Tommy Dorsey's orches
tra and the King Cole Trio on stag

Another opener is "Two Weeks wit
Love" at the Capitol, where the firs
week is expected to bring $60,000. A
the Mayfair, "Rio Grande" dropped t
an estimated $20,000 for its secon
week, too big of a drop to be blame
wholly on the storm.

"Never a Dull Moment" is only fai
in its first week at the Rivoli, wit
about $11,000 in sight. "Harrie
Craig" is again disappointing a
Loew's State with only $16,000 du
for a fourth week.

'Guerrilla' Hit

At the Astor, "American Guerrill
in the Philippines" was hit hard, drop
ping to an estimated $16,500 for it
third week, about $6,000 less than th
second week. "Tripoli" closes a three
week run at the Globe on Friday wit
$10,000 expected for the final stanza
"Dial 1119" will open Saturday
"Right Cross" will end a mediocr
two-week stand today at the Criterio
with a $10,000 gross. "Women on th
Run" will open there tomorrow.

Extend 'Eve' Run in N. Y. Neighborhood Theatres

"All About Eve" is being held fo
an extra day in many of RKO, Skou
ras, Century and Randforce circui
Metropolitan New York neighborhoo
houses, of which 100 booked the 20t
Century-Fox attraction day-and-dat
for Thanksgiving. The run was pre
ceded by a cooperative advertisin
campaign by the circuits, which in
cluded special newspaper, radio an
television advertising.

'Blue Angel' Draws Crowd

Following its opening at the Littl
Carnegie on "stormy Saturday,
Classic Picture's reissue of the Ger
man film, "Blue Angel," drew the big
gest attendance in the history of th
theatre, according to the distributor
Ticket sales were halted for a ful
hour during the evening, it was said.

Lippert

(*Continued from page* 1)

Lack of exhibitor support for suc
product and its producers, both i
rentals paid and in bookings, Lipper
contends, is gradually forcing the sma
producer to look to the television fiel
for his future security.

torm Hits

(*Continued from page* 1)

open for business by last evening.

Power breakdowns were widespread, ith reports of consequent theatre osings on Saturday and Sunday com- g from a number of upstate New ork communities as well as from burban centers here. For the most rt, h[illegible] in Manhattan and down- wn Brooklyn were left with little ysical damage, but yesterday main- nance crews were busy examining me of the larger marquees to make re that they were well rooted to e buildings. The huge marquee of abian's Fox in Brooklyn was said to quire tightening.

'Odds And Ends'

Loew's home office reported that ide from "odds and ends" the cir- it experienced little damage to its eatres generally. One of the "odds d ends" was a piece of air fan using atop Loew's Gates in Brook- n, which blew off and damaged a arby restaurant. Loew's reported a wer shutdown in Cleveland on Sat- day and in Pittsburgh on Sunday, ith business suffering badly in con- quence of the snow storms. The cir- it's houses in Dayton, Columbus, kron and Canton continued to receive wer throughout the weekend, but the izzards shattered business, it was re- rted.

Theatres in storm-battered Staten land, Queens and Long Island gen- ally suffered power failures. Roof eetings were picked up by the winds d deposited elsewhere. The roof fan using of Rugoff and Becker's Tuxe- in Brighton Beach was carried vay by the gale. Fabian Theatres ported that several of the water nks atop its theatres in Staten Is- nd tumbled under the weight of the orm. That circuit's house in Mid- etown suffered a demolished sky- ght in addition to failure of the wer system.

More or less typical of storm damage which was being counted yesterday by theatres in New Jersey communities was the ripped roof of the Snaper Circuit's Strand in New Brunswick. Power failure was virtually universal at theatres in the suburban areas of the state.

One bright aspect in the generally smal theatre business scene on Sat- day was registered by the Brooklyn aramount, where Bob Hope gave two rsonal appearance shows. "Copper anyon" was the screen attraction. obert M. Weitman, vice-president of nited Paramount Theatres, reported pacity business at the house Satur- y night and, taking into account the dio warnings issued by New York ity officials that the public remain at me during the storm, Weitman rmed it a "personal tribute" to Hope at business flourished at the Brook- house notwithstanding. United aramount was taking stock yesterday storm damage to its theatres gen- ally, but conclusive reports were not pected to be in until today.

RKO Damage

As of late yesterday, the RKO home fice still had not received complete amage details from the field, but the rcuit reported numerous local thea- es closed down Saturday and Sunday consequence of power failures.

Smashed skylights, torn roofs and broken windows were reported by several RKO houses here.

Damage to theatre marquees and other exterior equipment was widespread throughout New England and the Middle Atlantic coastal region. Flooded basements with attendant damage to heating and power units were reported by theatre operators from Maine to Delaware.

In the New York area, radio stations WMGM, WNEW, WINS, WWRL, WPAT and WAAT were off the air for varying periods over the weekend after their sending stations and towers in Northern New Jersey were blown down or damaged by high winds and water. The WJZ-FM tower at Lodi, N. J., was demolished.

Snow-Created Transportation Breakdown Hits Pittsburgh

PITTSBURGH, Nov. 27.—This city's downtown theatres were reopened at noon today after being closed all day Sunday because of the worst snow storm in its history, one that dumped 30 inches of snow on the community to completely stall transportation.

Theatres did not suffer any real damage and no power lines were down but they suffered business-wise because of the transportation tie-up.

No street cars, busses or commuter trains were running and it was impossible to get automobiles or trucks on the highway. No film has been delivered by film companies since last Thursday night. One firm has promised delivery tomorrow.

Houses were opened today to provide entertainment for the thousands stranded in downtown hotels. Neighborhood theatres were open throughout the disaster but few people attended because of walking hazards.

The Art, Cinema and Casino theatres are closed, indefinitely and the Nixon, scheduled to open today with "Blossom Time," may open on Wendesday.

Dayton and Lancaster, O. Houses Closed by Storm

CINCINNATI, Nov. 27.—A survey late today showed all theatres in Dayton and Lancaster closed for the duration of the crippling blanket of snow brought by weekend storms. Scores of other houses throughout the territory also are reported closed.

D. C. Theatres Hit Hard By Severe Weekend Weather

WASHINGTON, Nov. 27.—Exhibitors here reported very poor business over the weekend due to severe weather. They said that on Thanksgiving Day business was about 50 per cent below last year because of good weather. Then on Saturday and Sunday the box-offices were down practically to zero because of bad weather.

Storm Paralyzes Cleveland But Theatre Business Gets a Boost

CLEVELAND, Nov. 27.—This city was completely paralyzed on Saturday by an 18-inch snow fall. All public transportation was suspended Saturday and Sunday and was only partially restored today.

Six neighborhood theatres which were open Saturday night reported "remarkable" attendances of walk-in patrons, these evidently having sought refuge from the blizzard. Loew's Granada was kept open Saturday night by request of people who were affected by the power failure in homes on the Westside. All downtown and practically all neighborhood theatres were open for Sunday matinees to about 50 per cent normal business. Film deliveries were suspended Saturday, Sunday and today. Some express pickups were made today with no delivery guaranteed. No theatres were damaged by the storm. The public was requested by the mayor to remain home and to use automobiles for emergencies only.

Theatres Closed, Film Shipments Halted in Cincinnati Territory

CINCINNATI, Nov. 27.—Twelve to 20 inches of snow are making most roads impassable in the Cincinnati exchange territory. All out-of-town film deliveries are halted. Several film trucks leaving Friday were marooned before reaching their destinations. Others were unable to make the return trip. Additional snow and near zero temperature were forecast. Following local suburbans were for the most part closed during the duration of the emergency: Cheviot, Esquire, Westwood, Bond, Andalus, Valley, Jackson, Madison, Deer Park. Downtown houses are operating.

Reviews

"Last Holiday"

(*ABPC-Stratford*)

ALEC GUINNESS, the British actor who portrayed half-a-dozen characters in "Kind Hearts and Coronets," performs brilliantly in "Last Holiday," the story of a man who thinks he is doomed to die and goes to an English seaside resort for a last fling. The film represents almost perfect product for those theatres which cater to discriminating audiences. A simple story, delightfully humorous and yet at times deeply moving, it is a gem of understatement and filled with insight into human beings.

Produced by Stephen Mitchell, A. D. Peters and J. B. Priestley, the film is based on a screen play by Priestley and was directed by Henry Cass. Once again, as in so many other British imports, the tale rests as much on the leading actor as it does on the finely-etched characterizations of the supporting players, all of whom run true to form. Basically a film with a sad theme, Cass never permits it to become over-sentimental.

Guinness as a clerk suddenly informed that he is soon to die of a dread disease decides to squander his savings. Mellowed by the outlook of an early demise, he suddenly finds himself swamped with job offers, all sorts of lucky breaks and even the love he had never found before. He eventually finds that he is not going to die at all. Inevitably, he does die in the end, but in an accident.

Aiding Guinness is a competent cast, headed by Beatrice Campbell and Kay Walsh.

Running time, 88 minutes. General audience classification. Release date, not set.

"I Killed Geronimo"

(*Eagle Lion Classics*)

THE average follower of staccato-like Western motion picture material will not be a bit disappointed in director John Hoffman's tale of renegades, warring Indians and the eventually-victorious United States Cavalry, who, in a tieup with John Ellison, as Captain Packard, helps defeat the badmen, but only after an entire Army outpost is killed.

The action, gunplay and hard-riding are all as fast and as furious as one can expect in this type of feature, to which producer Jack Schwartz and director Hoffman contributed considerably.

Ellison, who is on the trail of Geronimo and the white renegade who is selling him firearms, joins the outlaw gang, and, after the usual quota of hair-raising escapes, effects the downfall of the outlaws and defeat of the warring Indians, this last with an assist from the Cavalry.

A satisfactory supporting cast consists of Virginia Herrick, Smith Ballew, Luther Crockett, Jean Andran, Ted Adams and Myron Healy. Sam Neuman and Nat Tanchuck wrote the story and screenplay.

Running time, 62 minutes. General audience classification.

Tax Bill

(*Continued from page* 1)

return for its industry as a whole during the 1946-49 years. Growing firms—those with assets of $20,000,000 or less and whose gross receipts or payrolls during the last two years of their base period exceeded the receipts or expenditures during the first two years by certain percentages—would be allowed to base their excess profits tax credit on earnings in the last year or last two years rather than on three of the four years from 1946 to 1949.

Another tentative decision of the committee increased from World War II levels the amount of invested capital that taxpayers can use to determine "normal profits."

'Quo Vadis'

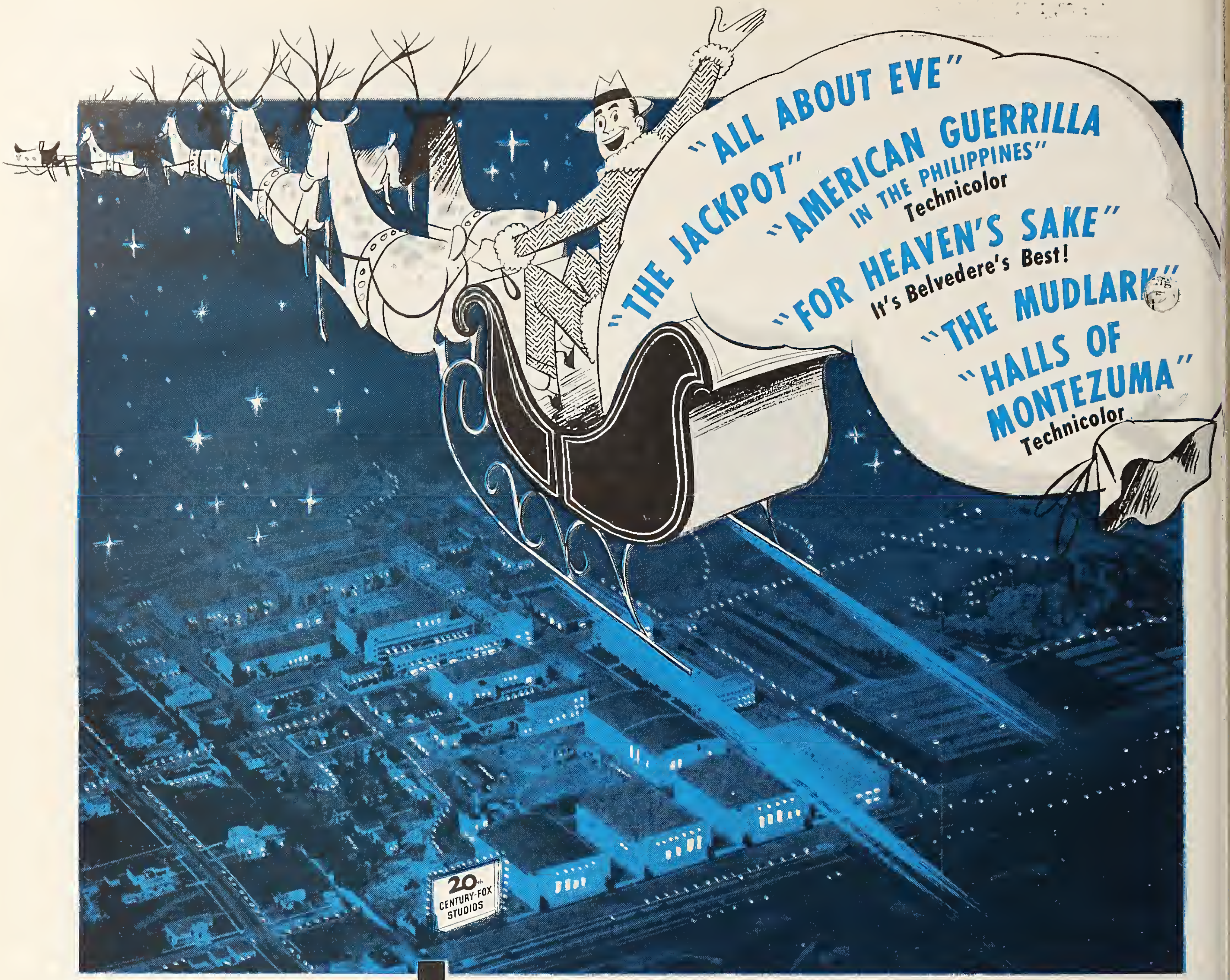
(*Continued from page* 1)

which the M-G-M unit received from the Italian government and workers. They were especially laudatory of the willingness and ability of the extras, who often worked under conditions of extreme heat. Zimbalist said that the Communist papers in Italy caused some trouble by their attacks against the project, termed "American imperialism," but that the workers, who belonged to both the Communist and non-Communist unions, did not reflect the Party line.

Both men left here yesterday for the Coast, where LeRoy said he was looking forward to a rest. Next picture on Zimbalist's schedule is "Scramouche," to be made in Jamaica, B.W.I.

Schary, Capra in Deal

HOLLYWOOD, Nov. 27.—Dore Schary has closed a deal with Frank Capra for the latter's original story, "Westward the Women," to be produced by M-G-M next year under the direction of William A. Wellman.


"ALL ABOUT EVE"
"THE JACKPOT"
"AMERICAN GUERRILLA IN THE PHILIPPINES"
Technicolor
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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 103 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 29, 1950 TEN CENTS

Court Okays Extension for 20th-Fox, WB

Warner Plan Jan. 15 20th-Fox's Mar. 5

Both 20th Century-Fox and Warner were granted extensions of time for filing final plans for divorcement under the government anti-trust decree in Federal Court orders signed here yesterday by Justice Arthur C. Coxe, of the New York Statutory Court.

Warner now has until Jan. 15, 1951, to file its plan and 20th-Fox has until March 5, 1951. Loew's, the third company scheduled to file divorcement plans by Dec. 6, has neither asked for or received an extension.

Warner and 20th-Fox are both negotiating with the Department of Justice for a consent decree and yesterday's extension, unopposed by the gov-

(*Continued on page* 5)

RKO in New Disney Distribution Pact; To Produce in UK

An agreement between RKO Radio and Walt Disney Productions for worldwide distribution of Disney product and joint production of a feature film in England was reached yesterday by Ned E. Depinet, RKO Radio president, and Roy O. Disney, Disney Productions president.

Included in the distribution deal is "Alice in Wonderland," new cartoon feature, and 36 new cartoon shorts, representing two years' output by the Disney studio. Also included are

(*Continued on page* 4)

TVA-SAG Talks On the Coast Today

George Heller, executive secretary of Television Authority, left here last night by plane for Hollywood where he will confer with the Screen Actors Guild board of directors on the jurisdictional dispute between the two organizations in the video talent field.

The SAG board was scheduled to meet Monday night, but the meeting was postponed until tomorrow in order

(*Continued on page* 8)

Court Sets Rule Entitling Drive-ins To First-Runs

PHILADELPHIA, Nov. 28.—U. S. District Court Judge William H. Kirkpatrick today upheld a suit by the Boulevard Drive-in Theatre in Allentown, Pa., to force the eight major distributors to give it first-run features at the same time as they are made available to downtown houses.

This is believed to be the first Federal Court decision involving this increasingly important question. The case may be appealed to higher courts. Even should Judge Kirkpatrick's ruling remain the final word, however, it still might be possible that the drive-ins could not meet the financial terms laid down by the distributors for first-run films.

Judge Kirkpatrick said the industry's "general policy" of refusing drive-ins first-run features at the same time as they are offered indoor theatres in central city areas was in restraint of trade and violated the anti-trust laws. He said that drive-ins, being a new enterprise in direct competition with indoor theatres, are entitled to the same treatment.

No damages were involved in the suit, which sought only an injunction against a continuing denial of first-run rights.

Crescent Accused of Violating Decree

NASHVILLE, Nov. 28.—Crescent Amusement Co. has been charged in Federal Court at Birmingham by B. W. Wright, former independent operator of a theatre in Gadsden, Ala., of violating the anti-trust order restraining it from constructing new theatres in competitive areas.

The bill of complaint alleges that

(*Continued on page* 8)

Weitman Urges Use of Shows To Beat Video

Players Must Aid in All-Out Effort, He Says

A vigorous appeal for all-out, broad-scale merchandising of motion pictures through personal appearances of top name stars was registered here yesterday by Robert M. Weitman, United Paramount Theatres' vice-president. By taking this course, he declared, the industry can overcome television's mounting competition and allay "this so-called crisis we're in."

Robert Weitman

Weitman acknowledged that it has not been an easy task for distributors

(*Continued on page* 8)

NPA Holds Out 'Hope' at Meet

WASHINGTON, Nov. 28.—The thinnest and vaguest ray of hope for some easing of the government's $5,000 ceiling on construction for theatre improvement or remodeling was held out at a meeting today of officials of the National Production Authority and spokesmen for the theatre equipment manufacturers and dealers.

(*Continued on page* 8)

Arbitration Conference Will Be Held Here Today

Most of the distributors will be represented at today's round-table conference on arbitration possibilities which the Theatre Owners of America has set up at the Hotel Astor here, it was reported in New York yesterday by Herman M. Levy, TOA general counsel. Several TOA officials, including Levy, will also be on hand.

The TOA attorney described the acceptance to the invita-

(*Continued on page* 5)

Dubin Appointed UI Studio Legal Head

HOLLYWOOD, Nov. 28.—Joseph S. Dubin, Los Angeles attorney who for many years has handled motion picture cases, has been appointed head of the legal department at the Universal-International studio. He succeeds John H. Tracy.

Dubin will take over the U-I post in a few days.

Dec. 8 Meet Of East-West Leaders Set

Phoenix Parley to Face Up to Industry Problems

A joint meeting of presidents of the Motion Picture Association of America member companies and top Hollywood studio executives has been scheduled for Dec. 8-10 at the Biltmore Hotel in Phoenix, Ariz., for the purpose of discussing a number of industry problems of top-priority importance.

The decision to hold the meeting was reached here yesterday at a meeting of the executive board of the MPAA at which Association president Eric A. Johnston presided. The studio executives who will attend the Phoenix conference are members of the Association of Motion Picture Producers.

Johnston has been planning for

(*Continued on page* 5)

Trade Practices, Compo Won't Mix Now, It Is Agreed

In deference to the wishes of Ned E. Depinet, president of the Council of Motion Picture Organizations, and Arthur L. Mayer, executive vice-president, the urging by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, that COMPO enter the domain of trade practices will be withheld from the next COMPO board meeting.

Arnall said here yesterday that he decided following an exchange of correspondence between himself and De-

(*Continued on page* 5)

SIMPP Sets Reich Releasing Formula

The receipt of word that the West German government has granted member companies of the Society of Independent Motion Picture Producers seven interim film licenses prompted a meeting here yesterday of the Society's distribution committee at which a formula for allocating the licenses was devised.

Ellis G. Arnall, SIMPP president,

(*Continued on page* 8)

Name Committees For Rogers Drive

At a meeting held in the executive offices of Fabian Theatres yesterday conducted by Irving Lesser, general chairman of the Times Square All-Stars Christmas Party for the benefit of the Will Rogers Memorial Hospital, several committees with their respective chairmen were appointed to handle arrangements for the radio and television roundup, Dec. 7 from 12 noon to 4:30 p.m., and the Times Square Party on Dec. 9. Both affairs will emanate from the Hotel Astor. The committees follow:

Production committee in charge of talent, Bob Shapiro, Paramount Theatres, chairman; Johnny Dugan, MCA; Arthur Knorr and Sam Rausch, Roxy Theatre; Harry Mayer, Warner Brothers; Harry Levine. United Paramount Theatres; Harry Greenman, Capitol; Harry Anger, General Artists Corp.; Sol Shapiro, William Morris Agency; Russell Downing, Music Hall.

Labor relations committee, chairmen: L. E. Thompson, RKO Theatres; Charles Iucci, AFL; Sol Pernick, IATSE; Henry Dunn, AGVA.

Radio committee chairman, James Sauter.

Arrangements and reception committee chairmen: Montague Salmon, Rivoli; William A. White, Skouras Theatres; Syd Gross and Sy Evans, Gross-Evans Associates, and Fred Hodgson.

Publicity committee chairman, Irving Windisch, Strand.

Transportation committee chairman, Larry Puck, CBS.

Matsoukas Reports Rogers Drive Nears Half-way Mark

Nicholas J. Matsoukas, campaign director for the current "Industry Christmas Salute" to the Will Rogers Memorial Hospital at Saranac Lake, announced yesterday that returns from all parts of the country show the campaign nearing the half way mark.

"The Five-Mile Long Christmas Card idea is really catching on," Matsoukas said, "and there is every indication at this moment that we will top the goal we have set."

'Paradise' Campaign Set at Luncheon

Plans for a national magazine campaign which will hit virtually every top fashion and women's publication in the country were worked out yesterday at a luncheon meeting of 18 manufacturers tied in on the promotion of 20th Century-Fox's "Bird of Paradise."

Basis of the ad barrage will be a color promotion geared to most every item associated with feminine fashions, and scheduled to break during the Easter selling season. "Inspiration for the color tie-in is the South Seas background of the 20th-Fox production in Technicolor, which stars Jeff Chandler, Debra Paget and Louis Jourdan," said 20th.

Bamberger to Aid Fund

Leon J. Bamberger, RKO Radio sales promotion manager, has been appointed acting chairman for the Will Rogers Memorial Christmas Fund, of which Robert Mochrie, RKO sales vice-president, is national chairman. Assisting Bamberger are Robert J. Goldfarb, for the RKO film company, and Mary Tuttle, for RKO's theatre company.

Personal Mention

ABE MONTAGUE, vice-president in charge of distribution for Columbia Pictures, will attend the Dec. 6 convention banquet of the Independent Exhibitors of New England, at Boston.

•

JOHN BOWEN, M-G-M New York district manager, is reported to be improving following a heart attack at his Long Island home. Bowen yesterday was removed from an oxygen tent at Mary Immaculate Hospital.

•

WILLIAM M. PIZOR, Lippert Productions vice-president, has left here for the Coast for company conferences. He will return in about two weeks.

•

HENRY MARCUS, head of Loew's Theatres' art department here, and MRS. MARCUS are the parents of a son, DANIEL, born at Kew Gardens Hospital.

•

WALTER L. TITUS, JR., Republic division manager, is spending a few days at the company's Indianapolis branch, from New York.

PAUL A. FROMHARTZ, in charge of sales control at Motion Picture Export Association here, will report for duty with the U. S. Army at Fort Devens, Mass., on Friday. He has been with MPEA since Sept., 1946.

•

WILLIAM B. ZOELLNER, head of short subject sales and reprints for M-G-M, will spend today and tomorrow in Denver. From there he will proceed to Salt Lake City, Los Angeles, San Francisco, Portland, Seattle, and Minneapolis, returning to New York on Dec. 15.

•

ETHEL LEVANE, British author and lyricist who wrote "Atlantic Crossing," is scheduled to leave for California on Monday, where she will produce.

•

IRVING M. SOCHIN, sales head of U-I's special films division, is in Boston and will return here tomorrow.

•

BOB LYNCH, M-G-M Philadelphia district manager, was here yesterday for home office conferences.

RCA Defends Its Color TV in Brief

CHICAGO, Nov. 28.—RCA said in a brief filed in U. S. District Court here today that it has full confidence in its all-electronic color television system and is willing to back this confidence with its money and reputation.

The assertion was made in a brief submitted by RCA, NBC and RCA Victor in reply to briefs and a memorandum filed with the court by the Federal Communications Commission and CBS against the motion entered by the three companies for an injunction. The three-court judge on Nov. 16 issued a temporary restraining order pending decision on the motion.

20 Theatres Hold 'King' Second Week

All of the 20 engagements to date which have completed a full week with M-G-M's "King Solomon's Mines" have held the film for a second week, the M-G-M home office reports.

Reports from the field say that grosses on the picture are holding up strongly despite the storm in the East and it is said to be running ahead of "Battleground," the company's top grosser of the year, according to the home office.

Ethridge Leaving Overseas Advisors

WASHINGTON, Nov. 28.—President Truman has accepted the resignation of Mark Ethridge as chairman of the U. S. advisory commission on the State Department's overseas information program.

Ethridge is publisher of the *Louisville Courier Journal*. He said he is quitting for "considerations of health."

Para. Lists Seven For 'Security Service'

Seven new Paramount productions, set for release from January to April, have been added to the list of features that have been made available to "security service accounts," according to E. K. O'Shea, Paramount Film Distributing Corp. vice-president.

Three of the seven, "Branded," "Quebec" and "The Great Missouri Raid" are in Technicolor. The other four include "The Goldbergs," "September Affair," "The Lemon Drop Kid" and "The Redhead and the Cowboy."

Total number of features now available to "security service accounts" is 15, seven of which are in Technicolor.

Hold Reception for Lesser's 'Kon Tiki'

A reception and special press screening of Thor Heyerdahl's "Kon Tiki," were given here yesterday at Toots Shor by Sol Lesser, distributor, and Rand McNally, publisher of the novel of the same name. The 80-minute documentary film recounts the 103-day voyage of the author on a balsa raft from South America to. the Polynesian Isles.

Among those attending yesterday were Phil Reisman, Martin Quigley, Martin Quigley, Jr., Sol Schwartz, Robert Mochrie, Monroe Greenthal, Rutgers Nielson and Nancy Carroll.

Allen to Do Play

HOLLYWOOD, Nov. 28.—Lewis Allen, director whose latest is "Valentino," plans film commitments so that he will be able to go to England to direct the London stage premiere of "Pilgrim's Pride," new play by Charles Schnee, writer of "The Next Voice You Hear."

Newsreel Parade

THE hurricane that lashed Northeastern U. S., and Chinese Communists at the UN are current newsreel highlights. Other items include William Foster in Korea and football items. Complete contents follow:

MOVIETONE NEWS, No. 96 — Storms devastate Northeast U. S. Chinese Reds at UN. Legion Commander Erle Cooke greeted in Atlanta. Christmas season opens [illegible] Hollywood. Football.

NEWS OF THE DAY, No. 226—Northeastern hurricane. Chinese Reds at UN. More Canadian troops for Korea. Britain cheers Dutch Royalty. Football.

PARAMOUNT NEWS, No. 29—Hurricane takes heavy toll. Chinese Reds set off UN fireworks. 1950 All-America football team.

TELENEWS DIGEST, No. 48-A—Storm rages in Northeast. Navy pilot downs jet in Korea. MacArthur paroles Shigemitsu over Russian protests. Fire sweeps Mexico City. New Jersey: super-brain for Navy.

UNIVERSAL NEWS, No. 408 — Storm lashes Northeastern U. S. Chinese Reds at UN. Santa's in town. Football.

WARNER PATHE NEWS, No. 31—Weather buffets U. S. Chinese Reds at UN. Berlin forces strengthened by U. S. and Britain. Dutch rulers pay England a state visit. Santa on parade in N. Y. Dallas welcomes "Dallas." Football.

Tribune's Barnes Heads N. Y. Critics

Howard Barnes of *The New York Herald Tribune* has assumed the chairmanship of the New York Film Critics. As the former vice chairman of the group, Barnes automatically succeeded Wanda Hale of *The Daily News*. Bosley Crowther of *The New York Times* was elected vice chairman, and Seymour Peck of *The Daily Compass* was voted secretary.

The New York Film Critics will meet again on Wedensday, Dec. 27, to cast ballots on their selections of the year's best English language and foreign pictures and their choices for the years' top director, actor and actress.

To Clarify TVA Pact At NFTC Meeting

Ernest de la Ossa, executive of National Broadcasting, is scheduled to speak today before the luncheon-meeting of the National Television Film Council to be held here at the Warwick Hotel.

In his address, titled "What the Current TVA Settlement Means to Film on TV," de la Ossa will clarify how the TVA settlement will affect the film producer and distributors of television films and will draw direct comparisons between films versus "live" shows on video.

Memorial for Levine

A monument to the memory of the late Ben Levine, a veteran of 40 years in production and distribution, will be unveiled at public ceremonies at Montefiore Cemetery on Long Island on Dec. 3. Levine was associated with Film Rights International here at the time of his death a year ago.

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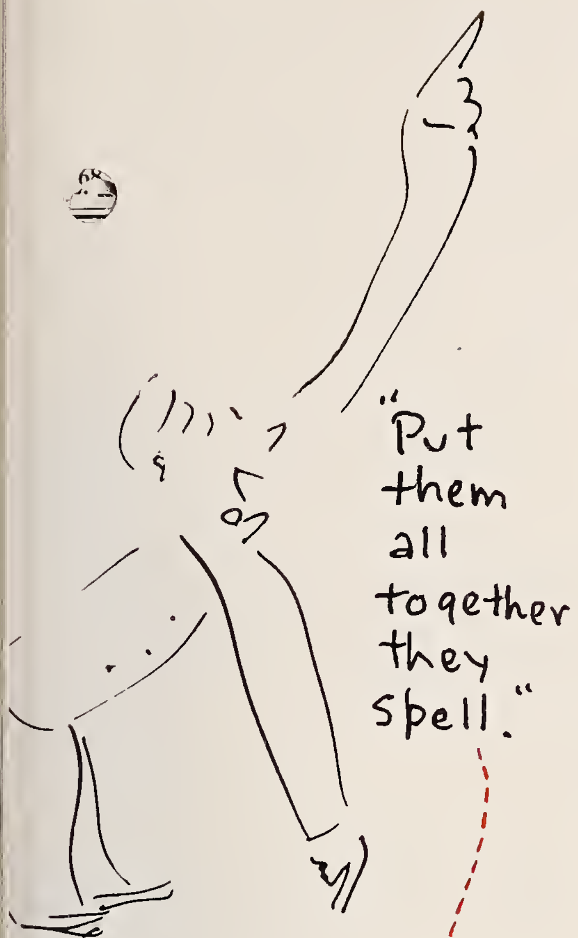

"Put them all together they spell."

A BIG M-G-Musical

Ravishing Technicolor

Esther Williams' curves

Howard ("Annie Get Your Gun") Keel's torso

Filmed in dreamy South Seas

Song hits on the air-waves

Cast of Thousands

Terrific Technicolor Trailer

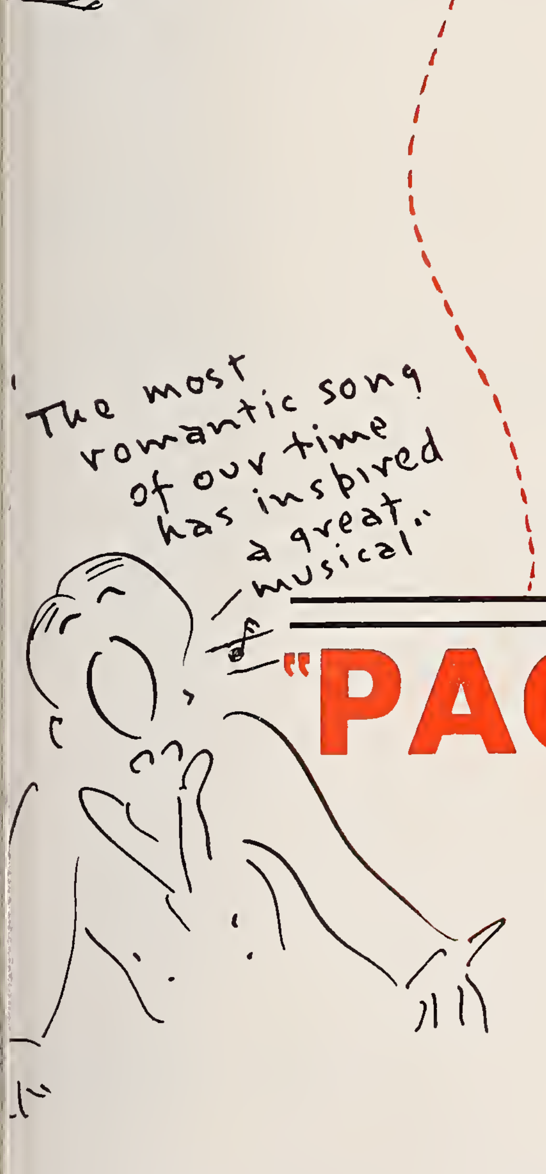
Teaser Trailer too

Exploitation gold-mine

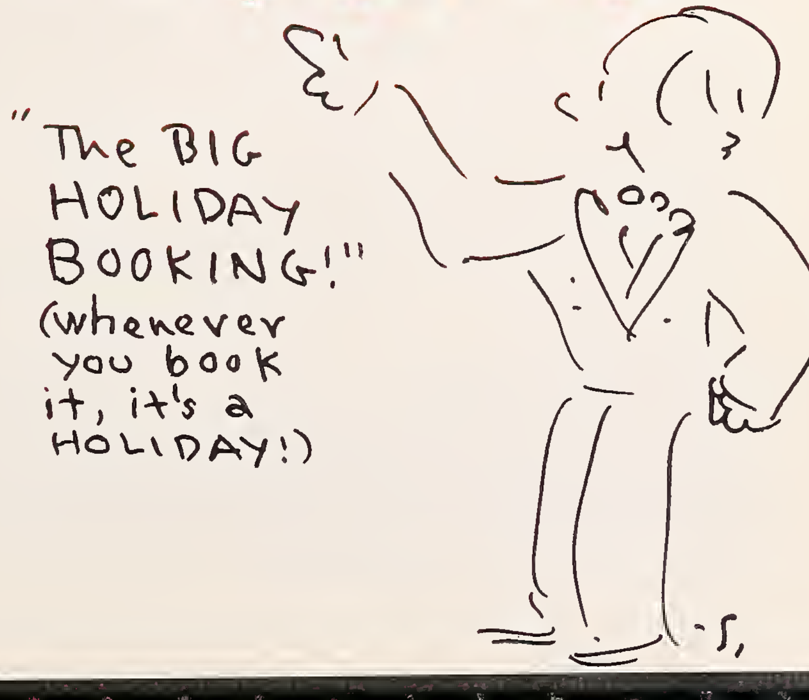
Eye-stopping ads

Giant promotion campaign

Perfect for holiday joy!


"The most romantic song of our time has inspired a great musical"

"PAGAN LOVE SONG"


"The BIG HOLIDAY BOOKING!" (whenever you book it, it's a HOLIDAY!)

Screen Play by Robert Nathan and Jerry Davis • Based on the Book "Tahiti Landfall" by William S. Stone • Music by Harry Warren • Lyrics by Arthur Freed • Directed by ROBERT ALTON • Produced by ARTHUR FREED

TV a 'Hypo' for the Industry: Menjou

Atlanta, Nov. 28.—Adolphe Menjou, while in Atlanta recently, said that television will be the biggest "shot-in-the-arm" that the film industry has ever had, that the industry would make less than 100 first-class pictures a year for theatres, but would make about 500 for television per year.

Breen Office Cites Rules on 'Oliver'

HOLLYWOOD, Nov. 28.—The Breen office today declined to reveal the grounds on which "Oliver Twist" has been denied the Production Code Seal, explaining that Production Code Administration's rules forbid supplying this type of information to anyone save the party who submits the film for examination.

In practice, producers whose films are denied the seal commonly make revisions in an endeavor to conform with Code requirements and re-submit them for re-examination. Eagle Lion officials have professed ignorance that the seal had been disallowed. Under Code procedure, the rejection notification, giving reasons, goes to the producer, in this case Arthur J. Rank, who maintains no representation here in Hollywood.

Kumins Head of Hub Salesmen's Club

BOSTON, Nov. 28.—Boston Salesmen's Club officers for 1951 are: President, William Kumins; vice-president, H. O. (Bud) Lewis; secretary, Louis Josephs; treasurer, Joseph Wolf; sargeant-at-arms, Joseph Mekelberg; board of directors, Jerry Callahan, chairman, and Harry Goldstein, Saul Simons, Nate Levin, Irving Mendelson, Maynard Sickles and Dave Grover.

Rathvon on TV Film

HOLLYWOOD, Nov. 28.—Filming of of what is described as the "most costly single film yet undertaken for television" has got underway here with Brian Donlevy and Gene Raymond heading the cast of "The Pharmacist's Mate." N. Peter Rathvon, former president of RKO and now an independent producer and financier, has contracted to make the film for the Young and Rubicam agency client, Schlitz Beer, at a reported cost of $30,000.

Catholic Actors to Frolic

The Catholic Actors Guild's annual dance and entertainment will take place on Friday night, Dec. 1, at the Hotel Astor, New York. Proceeds will be devoted to the Guild's Hospital Fund to provide medical and hospital care for ill and needy actors. Gene Buck, Guild president, and Jay Jostyn, vice-president, will greet the guests.

H. Link Will Resign

Harry Link, general professional manager, will resign from Leo Feist Inc., on Jan. 1, Robbins Music Co., has announced. Robbins is the overall company operating the publishing houses of Feist, Miller and Robbins.

Films' Profit Margin Up In 1949, Down in '47-'48

WASHINGTON, Nov. 28.—U. S. Commerce Department officials have worked up a set of figures which show that while industry generally was boosting its profit margin in 1947 and 1948, the film industry was experiencing a sharp decline.

Commerce officials attribute this both to the slump in domestic box-office receipts and to freezing of earnings abroad.

Surprisingly enough, the Commerce figures show that while industry generally saw its profit margin fall in 1949, the film industry's edged up. The officials think this was due to foreign earnings from previous years being made available, in considerable amounts in 1949, more than offsetting a continued domestic box-office slump.

By and large, the Commerce figures bear out and extend the figures recently given the House Ways and Means Committee by Secretary of the Treasury Snyder.

Margin of profit, as used by Commerce officials, means the ratio of profits to total sales. The figures have been worked out both for profits before taxes and for profits after taxes. Both sets of figures tell the same story.

The Commerce officials admit that margin of profit is not as good an economic indicator as return on net worth, the figure Secretary Snyder kept using before the Ways and Means Committee. But they pointed out that the Treasury's figures lag several years behind, with 1947 the latest, and that in the meantime, the margin of profit figure can be quite a handy trend-pointer.

The Commerce officials also caution that while you can use the figures to compare trends from year to year, you cannot compare one particular industry with general industry for the same year. In other words, you can say that the film industry increased or decreased from one year to the next more or less than industry generally, but you can't make any valid point by saying that the margin of profits for the film industry for one particular year was larger or smaller than the margin for industry generally in that year.

Here are the figures worked up by Commerce Department officials:

Year	Percentage of Margin of Profit Before Taxes, for Industry Generally	Same for the Film Industry	Percentage of Margin after Taxes for Industry Generally	Same for the Film Industry
1929	6.2	8.3	5.4	6.9
1939	5.0	4.3	3.9	3.4
1943	10.2	19.5	4.2	7.8
1944	9.2	17.4	4.0	6.9
1945	7.6	15.8	3.2	6.4
1946	8.0	17.7	4.7	10.3[1]
1947	8.2	12.4	5.0	7.2
1948	8.3	6.4	5.1	3.4
1949	7.0	6.8	4.3	4.0

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[1] Excess profits tax repealed.

Generally speaking, industry sales and earnings overseas are not included until remittances are available, and then are reflected in the figures for the years in which the remittances are made and not in the years the films were actually sold.

'Highest Mountain' Premiere on Feb. 7

ATLANTA, Nov. 28.—The world premiere here of 20th Century-Fox's "I'd Climb the Highest Mountain" will be held at the Fox Theatre on Feb. 7. Harry Ballance, 20th's southern division manager, announced it will be a major social event.

Leaders of the Tallulah Falls Group, top philanthropic organization of Southern society, will benefit from the affair, to be attended by a gathering of notables from the area. Heading a contingent of Hollywood players will be stars William Lundigan, Susan Hayward and Rory Calhoun, all featured in the picture. Both Lamar Trotti, producer and author of the screenplay, as well as director Henry King, will also be on hand for the festivities.

T-E Fund Assets Rise

CHICAGO, Nov. 28.—Net assets of Television-Electronics Fund, Inc., increased to $5,560,000 on Oct. 31, 1950, from $2,781,000 a year earlier, the annual report to shareholders discloses. Realized and unrealized appreciation amounted to $947,579, compared with $111,000 a year ago, it was said. The company is a share management firm, holding stock of numerous radio, television and other electronic corporations.

Ask State Dept. Aid On Issues Abroad

WASHINGTON, Nov. 28.—The State Department has been asked to aid American film companies facing problems in Portugal and Turkey.

In Portugal, domestic producers are reported pressing for an import quota. In Turkey, an admission tax levying a heavier rate on theatres showing foreign films than on those showing domestic films is being fought.

Meanwhile, in Germany, according to reports, the German exhibitors association has gone on record against any import quota. German producers are seeking such a quota. The exhibitors are reported willing to accept a nominal screen quota.

CEA Annual Dinner

LONDON, Nov. 28.—Sir Hartley Shawcross, the Socialist government's attorney general, will be the principal speaker at the Cinematograph Exhibitors Association London Branch annual dinner at the Savoy Hotel here on Dec. 12.

Production Remains Steady on the Coast

HOLLYWOOD, Nov. 28.—The production tally remained unchanged this week, with a total of 37 pictures in work. Eight new ones were started while eight also were completed.

Started were: "When I Grow Up" (Horizon Pictures), Eagle Lion Classics; "Black Lash" and "The Bridge," Independent; "Rich, Young and Pretty" and "People in Love," [illegible]tro-Goldwyn-Mayer; "Night Riders of Montana," Republic; "The Guy Who Sank the Navy," 20th Century-Fox; "Little Egypt," Universal-International.

Completed were: "Bonanza Town" and "Smuggler's Gold," Columbia; "Drums in the Deep South" (King Bros. Productions), Independent; "Gold Bullets," Monogram; "Dear Brat," Paramount; Missing Women" and "Honeychile," Republic; "Lullaby of Broadway," "Warner.

Legion Reviews 8; One in Class 'B'

Eight more films were reviewed by the National Legion of Decency, one being classified in Class "B" and the others in Class "A" section one, or two.

Under Class "B," morally objectionable in part for all, was "Emergency Wedding," Columbia.

Under Class "A," Section 1, morally unobjectionable for general patronage, the following were listed: "Abilene Trail," Monogram; "Blazing Sun," Columbia; "Border Ranger," Lippert, and "Miss Pilgrim's Progress" (British), Films International of America.

Under Class "A," morally unobjectionable for adults, were "Cyrano de Bergerac," United Artists, and "One Minute to Twelve" (Swedish), Eagle Lion Classics.

New M-G-M Wolf Tour

Six new speaking engagements have been lined up for Maurice N. Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head here. Today he will appear before members of the 1245 Club, Brooklyn, N. Y., and tomorrow he will be a guest at the Lions Club at Maplewood, N. J. The next four engagements include the Advertising Club at Trenton, Dec. 5; Parent Teachers Association, Brooklyn, Dec. 7.

RKO-Disney Pact

(*Continued from page 1*)

three new pictures in the "True Life Adventure" series, in addition to "Beaver Valley" and "Seal Island," now in release.

The feature production slated for England will be titled "The Story of Robin Hood," to be filmed in Technicolor. Disney executives will go to Britain early in 1951 to make preparations.

As part of the new agreement, RKO will continue to distribute world wide the following Disney features: "Snow White and the Seven Dwarfs," "Pinocchio," "The Reluctant Dragon," "Fantasia," "Dumbo," "Bambi," "Saludos Amigos," "The Three Caballeros," "Make Mine Music," "Song of the South," "Fun and Fancy Free," "Melody Time," "So Dear to My Heart," "Ichabod and Mr. Toad," "Cinderella," and "Treasure Island."

Lipton Sets Plans For 'Harvey' Drive

Plans for a comprehensive field promotional support of Universal-International's "Harvey," starring Jimmy Stewart, have been set by David A. Lipton, national director of advertising and publicity.

Lipton disclosed yesterday that East and West Coast promotional executives will cover initial key city dates and [illegible] expanded field exploitation staff will cover subsequent key and sub-key openings. Among the East Coast promotional executives who will take to the field to cover initial key city dates will be Charles Simonelli, in charge of national exploitation; Philip Gerard, Eastern publicity manager, and Jeff Livingston, in charge of advertising and publicity for U-I's special film division. Ben Katz, U-I Midwest field representative, will cover initial dates out of Chicago, while Sid Davidson, Cliff Brown and Alan Warshauer will cover initial West Coast dates.

Additional home office personnel taking part in the campaign include Maurice (Bucky) Harris, Robert Ungerfeld, Paul Kamey, Jerome M. Evans, Robert Wile and Sheldon Gunsberg.

East-West Meet

(*Continued from page* 1)

many months to hold the conference which, it is understood, will come to grips with several problems inherent in present industry conditions. It is also expected that far-reaching decisions will be made with respect to plans for future product.

Arrangements Made

Arrangements were made at yesterday's board meeting for ceremonies at the forthcoming signing of the Anglo-American film agreement. The document will be signed at a luncheon at the Harvard Club here next Tuesday, with presidents of the MPAA member companies, and others, witnessing the ceremony. Signing will be done bv Johnston and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, for the U. S. companies, and by Rupert Somervell, Under-Secretary of the British Board of Trade, for Britain. Somervell is due to arrive here on Friday aboard the *S. S. Mauretania.*

20th-Fox, WB Plans

(*Continued from page* 1)

ernment, presumably was to enable these talks to continue uninterruptedly.

The 20th-Fox extension carries a stipulation that the government will have until June 5, 1951, to reply with modifications and amendments to any plan submitted by that company.

As previously reported, both Warner and 20th-Fox attorneys have expressed confidence that the consent negotiations will reach a satisfactory conclusion before the extended deadline is reached. Yesterday's extension was granted without prejudice to the companies' claim that the former date for filing was Jan. 6, 1951, rather than Dec. 6, as claimed by the government.

'Farewell' Bows Here

Twentieth Century-Fox's "Farewell to Yesterday," covering 30 years of world history culled from Movietone's library, will have its New York premiere tomorrow at the Palace Theatre.

Reviews

"Experiment Alcatraz"

(*RKO Radio*)

A STORY idea that bears a strong resemblance to an account recently carried in the nation's newspapers forms the basis of "Experiment Alcatraz." It has five Alcatraz convicts volunteer for experiments in atomic radiation with the understanding that they will be given their freedom as soon as the hazardous tests are over. Although the documentary-styled aspects of the film are interesting, the melodramatic trimmings are of a routine nature. Marquee names are not very strong. The lead is shared by John Howard and Joan Dixon, with support coming from Walter Kingsford and Lynne Carter.

Howard, as Dr. Ross Williams, is very much dedicated to radiation research. However, when one of the prisoners fatally stabs another convict, the blame is ascribed to the effects of the treatment. The authorities crack down and the experiments are brought to a halt. Howard, however, bent on seeing the experiment progress, does some sleuthing of his own and soon discovers that the murder was inspired solely by a desire to snatch some hidden loot. Aided by Miss Dixon, a nurse, Howard sets out to prove this point, but only gets a series of beatings for his trouble. He presses further into the mystery and finally is killed. He does not die in vain however, for the killer is finally exposed and the experiments are vindicated.

Orville H. Hampton's screenplay was based on another screenplay, by George W. George and George F. Slavin. It has in it some brisk moments but all are drawn from the familiar stencil. Edward L. Cahn both produced and directed.

Running time, 58 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

"The Missourians"

(*Republic*)

MONTE HALE and Paul Hurst combine forces to defeat race prejudice and to end the career of a desperate outlaw band in this Republic production which has gunplay enough to satisfy all Western fans.

The townspeople suspect a young immigrant, Roy Barcroft, whose brother, incidently, is leader of a notorious outlaw gang, of misdeeds committed in the territory. Hale, the marshal, and lawyer Hurst believe in Barcroft's innocence and always side with the boy. The older brother comes to town and makes Barcroft help him with a robbery by threatening the life of their mother. The public almost resorts to a lynching. Hale and Hurst help prove the boy's innocence, and wind up the proceedings by bringing the outlaws and their murderous front man to justice.

George Blair directed and Melville Tucker produced. The script was written by Arthur E. Orloff.

Running time, 60 minutes. General audience classification. November release.

"Under Mexicali Stars"

(*Republic*)

COUNTERFEITERS and gold hijackers feature this latest Rex Allen Western, which was produced by Melville Tucker and was directed by George Blair. It sticks close to the standard formula of hard riding, and much fighting and shooting.

Treasury agent Allen and two aides assume various identities to enable them to effect the capture of a counterfeiting gang, led by a seemingly respectable local business man. Nap Wellington, a crotchety old rancher and his daughter, Dorothy Patrick, are suspected at first, but they are easily cleared. The picture is climaxed with a chase involving a helicopter, a horse, and the very necessary cooperation of the Mexican secret service with fighting T-man Allen.

The story by Bob Williams, affords Allen ample opportunity to blaze a trail of satisfactory action.

Running time, 67 minutes. General audience classification. November release.

"Border Outlaws"

(*Eagle Lion Classics*)

JUSTICE is served once again as Spade Cooley and Bill Edwards uncover the machinations of the Phantom Rider and his diamond-smuggling accomplices in a standard Western, directed by Richard Talmadge, from Arthur Hoerl's original screenplay. Produced by Jack Seaman and Talmadge, the picture's uneven pace and formula story give it only a so-so appeal. Jack Schwarz was executive producer.

"Border Outlaws" concerns itself with the usual undercover operative, Edwards, aided and abetted by dude ranch proprietor Spade Cooley, and their eventual triumph over the forces of evil, represented by a group of Western smugglers who do not stop at murder. A group of acrobats working on Cooley's ranch flip in and out of the proceedings. Feminine interest is adequately supplied by Maria Hart.

Running time, 59 minutes. General audience classification. November release.

Acquires Film Rights

Arthur Davis Associates has acquired the U. S. distribution rights to the film, "The Joseph Schmidt Story," produced and directed in Venice by Richard Oswald, and starring Joseph Schmidt, the opera star.

TBA Clinic Dec. 8

The annual television clinic of the Television Broadcasters Association, Inc., will be held on Dec. 8 here at the Waldorf-Astoria. It will be chaired by E. S. Thomas, of WOR-TV, who is manager of TV operations.

Seeks to Restore Code in Mexico

Mexico City, Nov. 28.—A campaign for a code of morals for Mexican motion picture producers is being waged by Mauricio de la Serna, of Sainz de la Serna, one of Mexico's top producers. He believes that a code will greatly benefit Mexican pictures by elevating their tone. A morals code was adopted here some 15 years ago but it apparently has been shelved.

SDG to Publish New 'Directory' in N. Y.

Plans to publish a quarterly "Directory" in the December issue of the Screen Directory, the Eastern Screen Directors Guild publication, were announced here yestreday by Jack Glenn, Guild president and editor.

The "Directory" will describe non-theatrical as well as theatrical motion pictures. Photographs, biographies and picture credits of Guild members will follow.

Arbitration Confab

(*Continued from page* 1)

tions which the exhibitor organization sent to all distribution presidents as "enthusiastic." He termed the meeting the climax of some nine years of effort within the industry in behalf of a possible all-industry arbitration system.

Levy indicated that in cases where company presidents themselves would be unable to attend the conference, they will send alternates, presumably company attorneys and sales executives. The confab is expected to run through the greater part of the day, with a recess for a TOA-sponsored luncheon at the Astor.

Purpose of the conference is to determine (1) whether or not the industry wishes and will work for an arbitration system, and (2) whether or not any objections to such a system can be solved if approached in a spirit of compromise.

Samuel Pinanski, TOA president, over whose signature the invitations were extended, will be unable to attend the meeting due to his being confined to his home in Boston with a cold. Pinanski sent the invitations on the instruction of the recent TOA convention in Houston.

Trade Practices

(*Continued from page* 1)

pinet and Mayer not to press his planned proposal for an industry conference with the Federal Trade Commission for the purpose of exploring the advisability of drawing up a code of fair trade practices with FTC participation.

Depinet and Mayer urged Arnall to withhold the proposal until after COMPO's present difficulties, which have arisen out of Theatre Owners of America insistence on COMPO board changes, are settled.

Arnall, "not desiring to further rock the COMPO boat," as he put it, will keep his proposal under wraps until the all-industry organization is "more unified and the time is more propitious."

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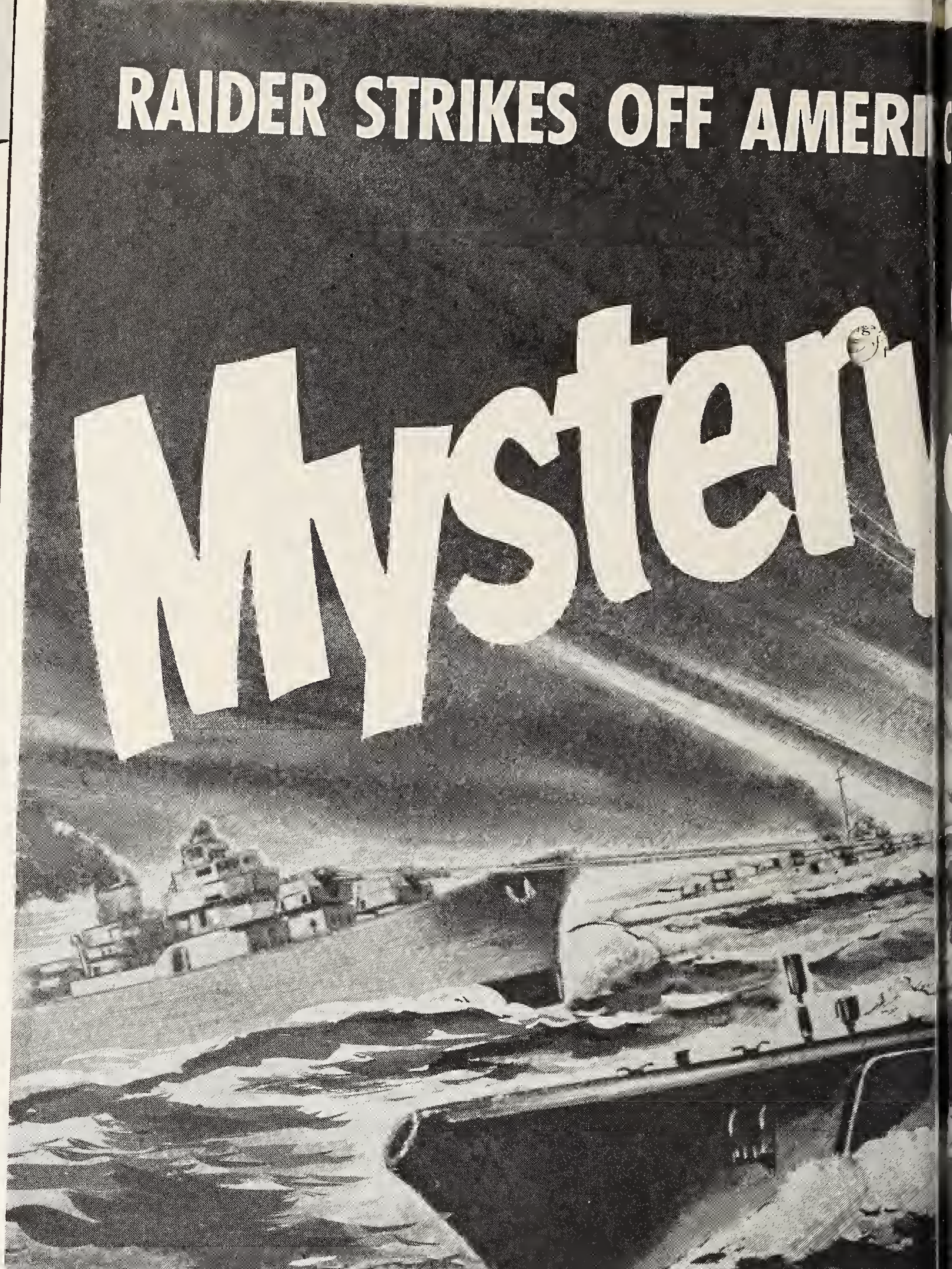
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Up-State Drive-ins Lose Their Screens

Albany, N. Y., Nov. 28.—Considerable damage is reported by drive-ins in the Albany exchange district from windstorms. Screens were blown down in North Hoosick, West Sand Lake and Middletown. Damage was reported in Lake George, Poughkeepsie, Vailmills, Malta and Bennington, Vermont. Most screens were wooden, but the one in West Sand Lake was wood and steel, and was twisted like paper.

Hellman's Lincoln drive-in in Philadelphia was also blown down.

Crescent Accused

(*Continued from page* 1)

Crescent doubled the size of its Ritz at Alabama City, and reduced the admission price from 40 to 35 cents. It further charges that Crescent conspired with four distributors, 20th-Fox, United Artists, Loew's and RKO to prevent Wright from obtaining first-run films.

In Nashville, neither R. E. Baulch, president, or George H. Armistead, chief attorney for Crescent, knew anything about the new suit. It was pointed out that Wright is one of two theatre operators named in a recent filing in the Federal Court at Nashville involving the same theatres.

Wright's bill asks for $450,000 damages for what the bill terms "a price war."

Sees Stage Show Need

(*Continued from page* 1)

and producers to persuade the stars at the top of their rosters to undertake nationwide tours of theatres. He recommended as a possible solution the inclusion of clauses in stars' contracts requiring a certain number of personal appearances at theatres.

"Today," Weitman said, "theatres have got to sell stronger than ever before because there are many more resistances to overcome." He recommended as one way of battling television the presentation on motion picture theatre stages of previews of scheduled television shows. Bob Hope, Weitman believes, has set a pattern in that respect by currently bringing his television show to theatres across the country.

It was the financial result of Hope's personal appearance at the Brooklyn Paramount last Saturday at the height of the generally business-shattering storm sweeping the East that prompted Weitman to make his recommendations, he said. At a time when New York City officials were broadcasting warnings to the public to remain at home until the storm passed, customers started pouring into the theatre to the extent that what promised to be a sub-normal business day turned out to be the sort of financial success that Hope and the theatre management were afraid to hope for in view of the storm, Weitman reported. The day's gross was $8,200, he said, whereas a normal Saturday for the theatre registers $6,000.

Weitman termed the result not only a "personal tribute" to Hope, but proof that top stars can draw capacity audiences regardless of the weather.

Not infrequently, Weitman said, when theatremen are approached with the suggestion that they strengthen their film shows with star appearances the reaction is that difficulties, such as "talking" with unions to secure stage hands, present themselves. Usually, because they are reluctant to take the trouble to "talk" to the unions and make a deal, the theatremen are satisfied to "get by" with film attractions alone, he said.

Overcoming TV

However, the UPT executive declared, such an attitude does not lend itself to overcoming competition such as television offers. "In this industry today we can't wait for holidays and weekends to do business—we've got to make every day a holiday," he contended.

Referring to the stars, Weitman said: 'We've got to roust these boys." He regards Hope's personal appearance activities as the exception and not the rule among Hollywood stars.

Weitman said UPT will open a new 1,200-seat theatre, the Paramount, in Jackson, Tenn., in January. At that house and at as many other Paramount theatres as possible personal appearances of stars will be encouraged, he added.

SIMPP Formula

(*Continued from page* 1)

at whose office here the meeting was held, reported that the formula provides that those SIMPP producers who have pictures in Germany dubbed and "ready to go" under distribution contracts will receive licenses at once. Whereas last year the SIMPP members received a total of 10 licenses, the first quarter of the current releasing year finds SIMPP in possession of an identical number. At the present rate, SIMPP could be awarded a total of 40 licenses for the current 12 months.

The German distribution licenses allotted to Motion Picture of America companies for the current quarter total 50, it is understood. SIMPP and MPAA are engaged at present in a cooperative effort to secure unrestricted admission of American pictures into West Germany.

The SIMPP formula was established by unanimous decision at yesterday's distribution committee meeting, Arnall said.

TVA-SAG Talks

(*Continued from page* 1)

to give Heller, who recently negotiated a contract for "live" TV talent with four television networks, to join them. Prospects for an amicable settlement of the dispute, in which SAG claims jurisdiction over talent used in TV films, are said to have been heightened by the TVA pact signed here, and ratified last night.

Yesterday Heller reported on the pact at the TVA membership ratification meeting held here.

Meanwhile, National Labor Relations Board hearings on the dispute, in progress on the Coast, have been recessed until Dec. 4.

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NPA Meet

(*Continued from page* 1)

The meeting was held in response protests from both the Theat Equipment Dealers Association an the Theatre Equipment and Suppl Manufacturers Association that th government's limitation on theatr building would work serious hardshi on their companies.

James W. Follin, head of NPA construction control branc[illegible]ld th industry officials at today[illegible]neetin that NPA did not want to hurt an group and fully intended to maintai the theatre plant now in existence He asked the industry officials to tel the government exactly what is necessary to keep the plant in present condition and how it can be done unde the present limitation order.

Draw Up Views

The industry group is to draw u its views on all these points and submit them to the government.

Nathan D. Golden, head of NPA's film section and a participant in the conference, said NPA indicated that the industry should "put down on paper what would constitute a hardship, how much remodeling is needed to keep them in business, and similar matters," and then NPA would consider the situation. "If they feel the $5,000 exemption for remodeling isn't enough, we'll have to look over the situation again," he declared. "I'm not saying it will be increased, but we'll look into it. Certainly they got a very receptive ear today."

Richardson Bronson, assistant general counsel of NPA, represented that agency along with Follin, Golden, and James Frank, equipment chief in Golden's theatre section. Oscar New, TESMA president, and Ray Colvin, executive director of TEDA, headed the industry delegation. Other industry spokesmen at the meeting were Jack O'Brien, sales manager of the RCA theatre equipment section; Jack Nolan of National Carbon Co.; Nash Weil of Wil-Kin Theatre Supply Co.; Joe Cifre of Cifre, Inc., and Homer Snook.

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WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT	WARNERS	LIPPERT
Oct. 22	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)	KANGAROO KID Jock O'Mahoney D—73 min.	THE MINIVER STORY Greer Garson Walter Pidgeon D—104 min. (Rev. 10/4/50)	HOT ROD James Lydon D—61 min.		RUSTLERS ON HORSEBACK Allan Lane O—60 min. (Rev. 11/15/50) MACBETH Orson Welles D—107 min. (Rev. 10/8/48)		(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50)		(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)		BORDER RANGERS Don Barry O—57 min. (Release: 10/6/50) (Rev. 10/10/50)
Oct. 29	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie D—79 min. (Rev. 10/13/50)	PREHISTORIC WOMEN (Color) Laurette Luez Allan Nixon D BORDER OUTLAWS Spade Cooley O	THE NEXT VOICE YOU HEAR James Whitmore Nancy Davis D—83 min. (Rev. 6/7/50)	BLUES BUSTERS Leo Gorcey D—64 min.	(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)		MAD WEDNESDAY Harold Lloyd Frances Ramsden C—89 min. (Rev. 2/18/47) JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D-145 min. (Rev. 10/20/48)	MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50)		WYOMING MAIL (Color) Stephen McNally Alexis Smith O—87 min. (Rev. 10/3/50)	GLASS MENAGERIE Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	
Nov. 5	ROOKIE FIREMAN Bill Williams D—63 min. (Rev. 9/6/50) BETWEEN MIDNIGHT AND DAWN Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	TWO LOST WORLDS Laura Elliott D SUN SETS AT DAWN Sally Parr D—71 min. (Rev. 11/9/50)	DIAL 1119 Marshall Thompson Virginia Field D—75 min. (Rev. 9/28/50)	JOE PALOOKA IN THE SQUARED CIRCLE Joe Kirkwood D	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)			NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50)		WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D—77 min. (Rev. 10/4/50)		HOLIDAY RHYTHM All-Star Cast Two versions, M—60 min. and 70 min. (Rev. 10/3/50) (Release 10/13/50)
Nov. 12	RAIDERS OF TOMAHAWK CREEK Charles Starrett O—55 min. (Rev. 11/9/50)	THEY WERE NOT DIVIDED Edward Underdown Ralph Clanton D MR. UNIVERSE Jack Carson Bert Lahr C	TWO WEEKS—WITH LOVE (Color) Jane Powell Ricardo Montalban MD—92 min. (Rev. 10/11/50)	(ALLIED ARTISTS) SOUTHSIDE 1-1000 Don DeFore Andrea King D—73 min. (Rev. 10/13/50)	CASSINO TO KOREA (Documentary—58 min.) (Rev. 9/26/50)	RIO GRANDE John Wayne Maureen O'Hara O—105 min. (Rev. 11/2/50) NORTH OF THE GREAT DIVIDE (Color) Roy Rogers O-67 min. (Rev. 11/24/50)		I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)	(Gloria Films) THREE HUSBANDS Eve Arden Emlyn Williams C—78 min. (Rev. 11/9/50)	(Nov. Releases) THE MILKMAN Donald O'Connor Jimmy Durante C—87 min. (Rev. 10/10/50)	ROCKY MOUNTAIN Errol Flynn Patrice Wymore O—83 min. (Rev. 10/3/50)	
Nov. 19	(Nov. Releases) HARRIET CRAIG Joan Crawford Wendell Corey D—94 min. (Rev. 10/27/50)	ROGUE RIVER (Color) Rory Calhoun D				UNDER MEXICALI STARS Rex Allen O—67 min.	NEVER A DULL MOMENT Irene Dunne Fred MacMurray C—89 min. (Rev. 10/31/50) WHERE DANGER LIVES Robert Mitchum Faith Domergue D—84 min. (Rev. 6/16/50)			DEPORTED Marta Toren Jeff Chandler D—88 min. (Rev. 10/20/50)		BANDIT QUEEN Barbara Britton Willard Parker D—68 min. (Rev. 11/28/50) (Release: 12/15/50]
Nov. 26	EMERGENCY WEDDING Larry Parks Barbara Hale C-D—78 min. (Rev. 11/10/50) PYGMY ISLAND Johnny Weismuller D—69 min. (Rev. 11/9/50)	GOLDEN SALAMANDER Anouk Trevor Howard D—96 min.	KING SOLOMON'S MINES (Color) Deborah Kerr Stewart Granger D—105 min. (Rev. 9/26/50)	OUTLAW GOLD Johnny Mack Brown O	(Nov. Releases) TRIPOLI (Color) Maureen O'Hara John Payne D—95 min. (Rev. 10/6/50)	THE MISSOURIANS Monte Hale O		(Nov. Releases) ALL ABOUT EVE Bette Davis Anne Baxter C-D—138 min. (Rev. 9/13/50)		KANSAS RAIDERS (Color) Audie Murphy Brian Donlevy O—80 min. (Rev. 11/9/50)	WEST POINT STORY James Cagney Virginia Mayo MC—107 min. (Rev. 11/14/50)	
Dec. 3	THE BLAZING SUN Gene Autry O—70 min. (Rev. 11/9/50) THE TEXAN MEETS CALAMITY JANE (Color) O—71 min. (Rev. 10/18/50)			FATHER'S WILD GAME Raymond Walburn C	LET'S DANCE (Color) Betty Hutton Fred Astaire M—112 min. (Rev. 8/11/50)		(Reissue) TARZAN AND THE AMAZONS Johnny Weissmuller D—76 min. (Rev. 3/20/45) (Reissue) TARZAN AND THE LEOPARD WOMAN Johnny Weissmuller D—72 min. (Rev. 2/13/46)	THE JACKPOT James Stewart Barbara Hale C—85 min. (Rev. 10/2/50)		PRELUDE TO FAME Guy Rolfe Kathleen Byron D—77½ min. (Rev. 11/9/50)		
Dec. 10	CHAIN GANG Douglas Kennedy D—70 min. (Rev. 10/10/50)	CATTLE QUEEN Maria Hart O	MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)	OUTLAWS OF TEXAS Whip Wilson O-58 min.		TRAIL OF ROBIN HOOD (Color) Roy Rogers Penny Edwards O CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min.	(Reissue) PINOCCHIO (Animated, Walt Disney) C—85 min. (Rev. 1/30/40) (Reissue) MAKE MINE MUSIC (Animated, Walt Disney) M—75 min. (Rev. 4/17/46)	TWO FLAGS WEST (Color) Joseph Cotten Linda Darnell D—92 min. (Rev. 10/10/50)			BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 17	(Dec. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min.			CALL OF THE KLONDIKE Kirby Grant Chinook O				(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50)		(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50)		
Dec. 24	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50)	MY BROTHER, THE OUTLAW Mickey Rooney Wanda Hendrix D		(ALLIED ARTISTS) SHORT GRASS Rod Cameron O	(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)		VENDETTA Faith Domergue D	FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C		MYSTERY SUBMARINE Macdonald Carey Marta Toren D—78 min. (Rev. 11/24/50)		
Dec. 31	THE TOUGHER THEY COME Preston Foster Wayne Morris D—69 min. (Rev. 11/21/50) LIGHTNING GUNS Charles Starrett Smiley Burnett O	WHITE HEATHER Ray Milland Patricia Roc D	PAGAN LOVE SONG (Color) Esther Williams Howard Keel MD	TRAIL DUST Wayne Morris O							DALLAS (Color) Gary Cooper Ruth Roman O—94 min. (Rev. 11/21/50)	

(*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*)

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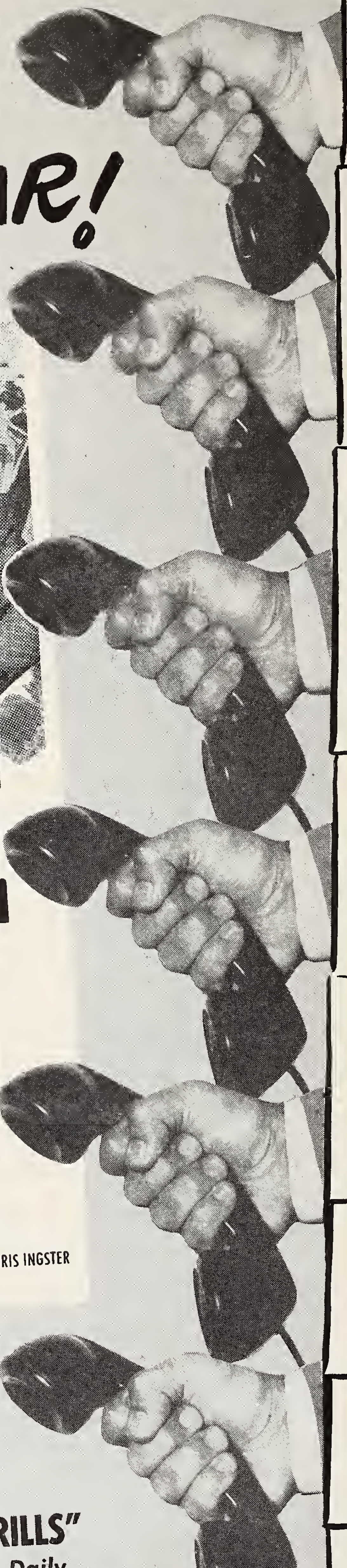

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OL. 68 NO. 104 NEW YORK, U. S. A., THURSDAY, NOVEMBER 30, 1950 TEN CENTS

Ease Profits Tax Bill for Split Firms

House Group Accepts MPAA Tax Formula

WASHINGTON, Nov. 29. — The ouse Ways and Means Committee as tentatively voted into its excess rofits tax bill a provision that will ake things much easier for companies resulting from divorcement ordered in the government's New York aramount case.

The provision is one sought by the Motion Picture Association of America's tax experts and outlined to the Committee by MPAA president Eric Johnston. It would allow corporations resulting from a split-up in another corporation to use the earnings experience of the previous corporation in determining their excess profits tax credit.

The problem arises from the fact at divorcement results in two new orporations, legally without any rior earnings experience. One of he key ways of determining excess rofits tax credit is on the basis of

(*Continued on page 4*)

Para. Slates Sales Meets

Paramount will undertake a comrehensive review of booking probems and practices at a series of reional meetings to be held by Joseph Valsh, head of branch operations. A. V. Schwalberg, president of Paranount Film Distributing Corp., will ddress the meetings. Division manigers Howard Minsky, Mideast; Duke Clark, South-Central; Hugh

(*Continued on page 4*)

Joint TOA, TEDA, TESMA Meet Seen

WASHINGTON, Nov. 29.—Oscar Neu, president of Theatre Equipment and Supply Manufacturers Association, indicated today that it's now practically a certainty that the Theatre Owners of America, TESMA and Theatre Equipment Dealers Association will have a joint convention here next November.

Neu said the final decision would

(*Continued on page 2*)

TV's Rivalry A Key Topic For East-West Meeting

Phonevision Silent On Eve of Test

The status of Phonevision's 90-day test run, scheduled to start in Chicago tomorrow, remained in doubt last night as Ted Leitzell, Zenith's publicity director, here from Chicago to check on Phonevision's search for product, said there would be an announcement of plans today or tomorrow.

High on the agenda of the Dec. 8-10 joint East-West conference in Phoenix, Ariz., among distribution presidents and studio executives is the subject of television and its impact on the motion picture busines, it was reported here yesterday. The meeting was set last Tuesday by the Motion Picture Association of America's board of directors.

Specifically, discussion is expected to center around possibilities suggested in consequence of recent conversations in Washington between Eric A. Johnston, MPAA president, and Wayne Coy, chairman of the Federal Communications Commission. These conversations are said to have dealt forthrightly with the status of competition between television and the film industry.

MPAA is admittedly concerned about the ruling which the FCC is due to make regarding the allocation of television channels. MPAA member companies, individually and as a group, filed petitions some time ago with the FCC asking for private TV

(*Continued on page 2*)

ELC Decision Today On Status of 'Twist' Following PCA Ban

Not having received official notification yesterday from the Production Code Authority in Hollywood that the industry's self-regulative organization has denied it a seal of approval for J. Arthur Rank's "Oliver Twist," Eagle Lion Classics, which has contracted for distribution of the film in the U. S., stood pat on the arrangements it has made for releasing it.

However, with the PCA notification due to be received by mail at the ELC home office today, a decision is expected to be made by the company before this evening as to whether the PCA action will be appealed, an ELC spokesman indicated. William C. MacMillen, Jr., ELC president, was not available for comment yesterday.

The release of "Oliver Twist" has been delayed for more than a year in the U. S. because of alleged anti-Semitism in the treatment of the vil-

(*Continued on page 4*)

Court Hits 'Fences' In Boulevard Suit

PHILADELPHIA, Nov. 29.—In the precedent-making Federal Court ruling against major distributors in the Boulevard Drive-in Theatre suit, as reported yesterday, U. S. District Court Judge William H. Kirkpatrick attacked what he called "the erection of a fence around an industry to keep out newcomers."

The jurist was referring to what he termed the industry's "general policy" of refusing drive-ins first-run features

(*Continued on page 4*)

Johnston, Other Leaders of Industry Get International Briefing Today

Washington, Nov. 29.—Motion Picture Association of America president Eric A. Johnston is one of a large group of industry, labor and farm leaders who will get a briefing at the Pentagon tomorrow from top government officials on the present international situation and the domestic economic outlook. The group will probably also give their views to the government.

The briefing meeting has been called by National Security Resources Board Chairman Symington. Thirty business officials, 30 union chiefs and 30 farm leaders have been invited. The meeting is expected to discuss, among other things, what further controls will be necessary on business. An announcement said, however, that wage-and-price controls would not be mentioned, although such matters as allocations, limitation orders and other controls might come up.

Break Ground For A System Of Arbitration

9 Companies, TOA Agree Industry Action Needed

Twenty-nine top executives of nine distribution companies and the Theatre Owners of America, meeting at the Hotel Astor here yesterday, took the first step toward possible formation of an industry-wide arbitration system.

The consensus of the meeting, which was called by the TOA, was that efforts should be made to obtain the active participation and cooperation of exhibitors and distributors generally in the consideration and formation of an all-industry arbitration program.

Information as to the precise steps which now will be taken, and by whom, was not made available. However, since TOA took the initiative by calling the conference, it is expected that further suggestions for action will emanate from that organization.

The conference was intended to determine whether or not the industry

(*Continued on page 4*)

Igoe Acts on 3 Film Cases

CHICAGO, Nov. 29.—Federal Judge Michael Igoe today set a trial date for one case involving industry interests, dismissed another, and reset a third for trial.

The Aurora Theatre Operating Co. vs. Balaban and Katz, Great States, RKO, Loew's, 20th-Fox, United Artists, Paramount and Columbia trial was set for April 1, 1951. The plain-

(*Continued on page 2*)

UA Circuit Income $614,383 for a Year

A net income of $614,383 is reported by United Artists Theatre Circuit, Inc., and subsidiary companies, for the year ended Aug. 31, 1950. Although this figure is below the $905,414 net income reported for the previous year, the company statement notes that $225,991 received from United California Theatres has been treated as a reduction of the cost of investment

(*Continued on page 2*)

Personal Mention

LEE KOKEN, RKO Theatres vending department head, is on a business trip to Chicago, Minneapolis and Iowa from New York. He is slated to return here on Monday.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, has left here for St. Louis to attend the meeting of the Federation of Greek Orthodox Churches. He will return to New York tomorrow.

•

MYER P. BECK, vice-president of Stanley Kramer Distributing Corp. in charge of Eastern advertising and publicity, has left here for Miami for about 10 days.

•

HUGH OWEN, Eastern and Southern division manager for Paramount Pictures, and A. M. KANE, assistant division manager, are visiting company branches in the Eastern area.

•

MAX E. YOUNGSTEIN, vice-president in charge of national advertising, publicity and exploitation for Paramount, has returned here from Toronto.

•

AL LICHTMAN, vice-president of 20th Century-Fox, is due to leave here for the Coast today for conferences with studio executives on product.

•

JOE ROBERTS, executive vice-president of K.C.R., Inc., is in Miami Beach.

Full Compo Program At Ampa Meeting

The Council of Motion Picture Organizations will receive the spotlight at the monthly meeting of the Associated Motion Picture Advertisers today in the Hotel Piccadilly here. Expected at the meeting are Ned Depinet, president of COMPO; Arthur Mayer, executive vice-president; Robert Coyne, special counsel; Charles McCarthy, director of information, and Richard Pitts, editorial director. Harry K. McWilliams, AMPA president, will be chairman.

Plans call for a discussion of the aims and purposes of COMPO, with each of the organization's officials present explaining the manner in which his division functions.

Stoll Dies Suddenly

CHICAGO, Nov. 29.—Sam Stoll, sales manager of Paramount's Chicago branch, died suddenly of a heart attack this morning. He first joined Paramount as a salesman in the Kansas City branch in 1922, remaining until 1927.

East-West Meet

(*Continued from page* 1)

channels for piping film and "live" shows into theatres. Circuit operators, too, through the Theatre Owners of America, have filed petitions of similar nature.

All industry problems to be taken up at the meeting are described as being of top-priority importance.

COMPO Welcomes Holiday *Awards*

Philadelphia, Nov. 29.—The Council of Motion Picture Organizations, in a wire from New York and signed by Arthur Mayer, COMPO executive vice-president, today congratulated *Holiday* magazine for its four new annual awards for film efforts to portray American democratic life to foreign audiences.

Mayer called the awards a "distinct service" to the film industry and offered COMPO's cooperation. The first presentations will be made on Dec. 8 in New York.

Irene Dunne Guest At Skouras Party

Luminaries from stage, screen, political and social worlds joined officials of 20th Century-Fox and representatives of radio, newspapers, national magazines and the trade press yesterday at a reception given by the company at the Stork Club in honor of Irene Dunne, who stars in the forthcoming "The Mudlark." Among those invited to the party, at which 20th-Fox president Spyros P. Skouras was host, were:

Mrs. Eleanor Roosevelt, Arthur Godfrey, Oscar Hammerstein, Richard Rodgers, Eric Johnston, Mrs. Anna Rosenberg, Clare Booth Luce, Gracie Allen, George Burns, Faye Emerson, Arlene Francis, Mr. and Mrs. James Farley, Wendy Barrie, Mr. and Mrs. Henry J. Taylor, Bernard Gimbel, Frank Folsom, Robert Lehman, Louis Sobol and Igor Cassini.

And from 20th-Fox, besides Skouras, were: W. C. Michel, Al Lichtman, Murray Silverstone, Joseph Moskowitz, Andy W. Smith, Jr., Charles Einfeld, Otto Koegel, Donald Henderson, Wilfred Eadie and William C. Gehring.

Big Ad Campaign For MGM's 'Kim'

M-G-M is going all out on advertising "Kim." Howard Dietz, vice-president and director of advertising-publicity, has taken special space in a total of 58 newspapers for Jan. 14 and Jan. 21, with an aggregate circulation of 26,657,637.

The special ads will appear in the Metropolitan group of Sunday comic sections involving 30 newspapers, on Jan. 21.

U. A. Circuit Income

(*Continued from page* 1)

and not as income, as it could have been.

Assets of the company are listed at $14,187,529 in the circuit's annual statement, with current assets totaling $1,619,517. Among subsidiary circuits owned by UATC, now headed by George P. Skouras, replacing Joseph Schenck, are Metropolitan Playhouses, United California Theatres and Robb and Rowley United, which in turn have wholly or partially-owned subsidiaries.

The effect of the government's anti-trust litigation and the consequent termination of certain UATC theatre interests cannot be assayed at this time, the report said.

Para. May Handle Martin-Lewis Films

Release plans for the latest Dean Martin-Jerry Lewis picture, "At War with the Army," are being discussed by Paramount home office executives and Abner J. Greshler, executive producer of York Productions, the producer. Greshler brought a print of the film here from the Coast and reports that it has been previewed at the Paramount Theatre here. Other Martin-Lewis productions in the future may also go through Paramount.

York Productions, owned by Martin, Lewis and Greshler, will produce one picture a year starring the comedy team, Greshler said.

Recently, Greshler formed his own producing company and has slated a Steve Fisher story, titled "48 Hours," for production after the first of the year. He reports that Alex Gottlieb will be associate producer and that he is seeking Glenn Ford for the starring role. His following venture will be "Miss Nancy," a story with a Mississippi River showboat background. While in New York, Greshler is negotiating for film rights to the life story of Bill Robinson, the late dancer.

Reade Rejects TV For Park Theatre

Walter Reade, who will resume control of the Park Avenue Theatre here, today disclosed that he had rejected offers from several television networks to convert the de-luxe house into a video theatre. The theatre was leased to Universal-International Pictures by Reade shortly after he opened it in the fall of 1946. Universal surrendered the lease effective last night.

Reade said he will operate the theatre as a first-class showcase. The theatre will be closed for refurbishing, and will reopen around Christmas.

'Mudlark' to Spark Carib Bow Dec. 22

MIAMI BEACH, Nov. 29.—The inaugural attraction of the Carib Theatre, a Wometco Circuit house, will be 20th Century-Fox's "The Mudlark." The new theatre will open on Dec. 22.

A Hollywood contingent will fly in for the event.

Joint Conclave

(*Continued from page* 1)

be made in New York next week, probably Tuesday, at a meeting of top officials of TOA, TESMA and TEDA, but that he was now convinced that the Shoreham Hotel has ample space for the exhibits and meetings for such a convention and that the delegates can be housed in the Shoreham, the nearby Wardman Park, and possibly one other hotel.

"Everything looks pretty good," Neu declared after a long talk with Shoreham manager Gardner Moore. He added that he doubted that there would be enough hotel rooms for the Society of Motion Picture and Television Engineers to have their convention here at the same time, but that this remained a possibility.

NEWS in Brief . . .

WALT DISNEY'S "Pinocchio" and "Make Mine Music," both out of general release, have been booked by the Criterion on Broadway here to run from Dec. 15 to beyond New Year's Day, it was reported yesterday by the Disney office in New York. The films are not reissues as such since Disney office emphasized that the two they will not be released to other theatres in the foreseeable future following the Criterion showings.

•

Funeral services for Samuel Goldstein, 56, president of Commonwealth Pictures, vice-president of Guaranteed Pictures, and a member of Motion Picture Pioneers, will be held here today at the Riverside Chapel. Offices of the company will be closed all day.

•

CHICAGO, Nov. 29.—Allied Theatres of Illinois will hold a special meeting Dec. 14, prior to its 20th anniversary celebration at the Palmer House on Dec. 15.

Purpose of the meeting is to discuss the current box-office slump, the effect of TV on film business, and to try and find some way to "return the film-going habit to the public."

N. Y. Theatremen To Honor Impellitteri

Vincent Impellitteri, newly-elected mayor of New York City, will be honored by the city's motion picture theatre owners at a dinner at the Hotel Astor here on Dec. 18, it was announced yesterday by Si H. Fabian, general chairman of the affair.

Named chairmen of committees were: Harry Brandt, arrangements; Edward N. Rugoff, reception; Robert M. Weitman and Jack Levin, entertainment; Morton Sunshine, tickets; Emanuel Frisch, treasurer.

Three Film Cases

(*Continued from page* 1)

tiff, asking $990,000 damages, alleges the defendants attempted to monopolize films and theatres in the Grayslake-Waukegan area thereby keeping first-run product from playing its Isle Theatre.

The case dismissed was the Outdoor Theatre Corp. vs. Warner Brothers Pictures Distributing Corp. The litigation, which began last summer over bookings of "The Flame and the Arrow" in the defendant's drive-in theatre. The case was settled out of court "to the satisfaction of both parties."

A fourth case, Grayslake Outdoor Theatre Corp. vs. Balaban and Katz, Great States, A. J. B. Theatres, Inc., Loew's, RKO, Universal, Warner, 20th-Fox, United Artists, and Paramount was reset for trial on March 1, 1951. Another alleged monopoly case, the plaintiff charges the defendants kept first-run product out of its Family Outdoor Theatre. Attorneys hope to settle this one out of court. The case has been set for trial several times.

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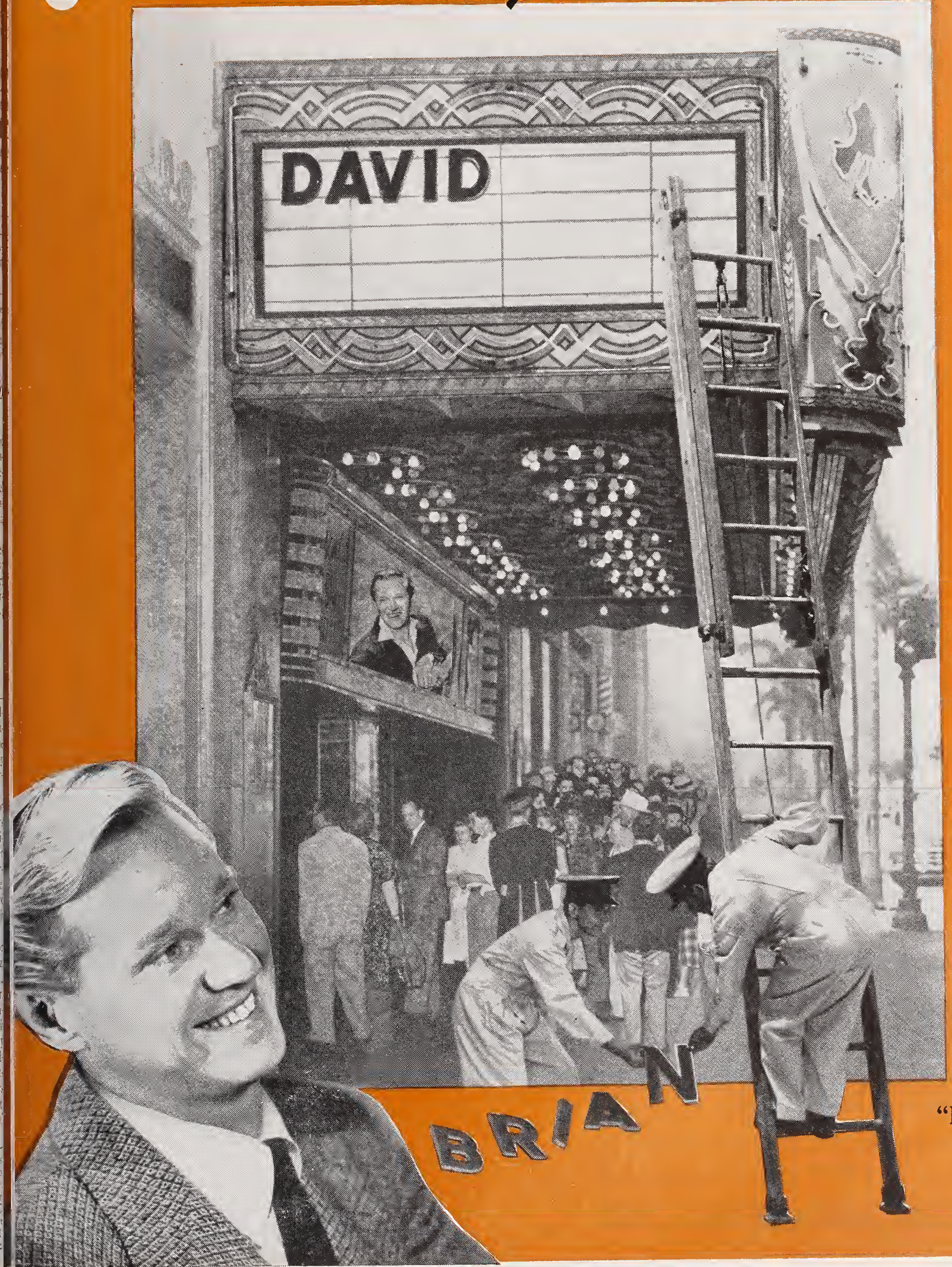
GOING UP!

--and the public is watching!



High on the
Warner Bros. list
of stars-on-the-rise
is David Brian.
Now:
"BREAKTHROUGH"

Tax Bill

(*Continued from page* 1)

average earnings in some previous "normal" period—in the pending bill, for the best three of the four years from 1946 to 1949. The new theatre-owning or producing-distributing firms would legally have no earnings for these years, and so would have to rely on an invested capital credit or on a general relief provision.

The industry suggested that where a new firm resulted from a split-up ordered by a court or from some other valid reason and not just for tax avoidance, the new firm be allowed to figure out how much its assets accounted for the earnings of the previous corporation, and use that as its own average earnings credit for excess profits tax purposes.

For example, there would be a determination of how much of the earnings of the old Paramount Pictures Co. was due to the assets taken over by United Paramount Theatres. Then UPT would take its excess profits tax credit on the basis of the earnings of the old company during the base period from the assets which UPT took over, and the new film company would base its credit on the earnings of the old company during the base period from the assets which the new production firm took over.

The Treasury staff and the staff of the House-Senate Committee on Internal Revenue Taxation approved this idea, and now the House Committee has tentatively adopted it. Of course, the Committee could reverse itself, but the fact that the two staffs have approved it not only makes it unlikely that the House Committee will change its mind but also makes it very likely that the provision will stick all the way through until the bill becomes law this year or next.

Similar Treatment

Similar treatment, of course, would be available for 20th Century-Fox, Loew's, Warner Brothers, RKO or any other firm splitting into new companies for any valid reason.

So far the committee has not adopted the film industry's suggestion of allowing 1936-39 as an alternative base period to 1946-49, and the odds are against it, at least in the House. Nor has there been a decision yet on the request to exclude from excess profits net income remittances on rentals actually earned in years prior to the excess profits tax

The two staffs have also reached agreement on freeing completely from excess profits tax any firms with a net income of $25,000 or less. The Committee is also likely to approve this.

Another film suggestion tentatively approved by the House Committee would allow companies to carry forward for five years or back for one year any unused excess profits tax credit. Under the old law, it would be two and two. For example, if a firm in 1951 had an excess profits tax credit of $50,000, but only had an income of $45,000, it could carry forward for the next five years the $5,000 as an additional credit—over and above its regular credit for each succeeding year.

The House Committee still hopes to have a bill out by the weekend and one through the House by the middle of next week. The big question still is whether the Senate will have time to act. In any event, these highly technical provisions are ones considered likely to be in any bill passed.

The committee today did a lot of voting on a tax rate and tax base, but at the end decided to scrub everything it had done and start all over again tomorrow. The committee has pretty definitely turned down the Administration's plan for a 75 per cent tax rate to apply to all earnings over 75 per cent of the average of the best three of the four 1946-49 years, but is still up in the air as to what substitute to approve. Committee members said on the basis of a half dozen votes taken today, they would guess the final decision will be for a tax of between 70 per cent and 80 per cent and a credit of somewhere between 90 per cent and 100 per cent of pre-1949 earnings.

Review

"Frenchie"

(*Universal-International*)

SOME good commercial glamor has been added to the traditional Western in "Frenchie." It has pretty Shelley Winters operate a swank gambling house in a frontier town with the assistance of hosts of attractive lassies. The action drama has been given sound production treatment, including Technicolor, exquisite outdoor photography and an impressive cast that also includes Joel McCrea, Paul Kelly, Elsa Lanchester and Marie Windsor. Narratively the story is cut from a fairly standard pattern.

The story and screenplay, by Oscar Brodney, takes Miss Winters back to the town of Bottleneck to avenge the murder of her father several years back. One of the murderers was Kelly, but the identity of the other is unknown. In her own patient way she goes about getting facts and maneuvering herself into a position to strike at the right time. Meanwhile sheriff McCrea, knowing the motives for her presence in Bottleneck, keeps a close eye on her, so close in fact that he eventually falls in love with her. The unknown murderer is finally exposed and he is mysteriously killed. Suspicions of murder fall in all directions, and even involve McCrea, who is arrested.

There is a jail break, a series of bristling activities entailing hard riding and gunplay, until at last matters are cleared. A final gun duel between McCrea and Kelly brings peace and quiet back to the town. It also brings romance to Miss Winters and McCrea. Michel Kraike produced and Louis King directed.

Running time, 81 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

Arbitration

(*Continued from page* 1)

wishes and will work for an arbitration system, and whether or not any objections to such a system can be solved if approached in a spirit of compromise.

Those Attending

Only Eagle Lion Classics and United Artists, of the 11 distributors invited to participate in the conference, were not represented. Present at the round-table parley were:

Jack Cohn and Irving Moross, Columbia; Barney Balaban, Alfred W. Schwalberg, Austin C. Keough, Paramount; Nicholas M. Schenck, J. Robert Rubin, William F. Rodgers, Loew's; Robert Mochrie, Ralston Irvine, William Zimmerman, Joseph J. Laub, RKO Radio; James R. Grainger, Theodore Black, Republic; Spyros P. Skouras, Andy W. Smith, Jr., Otto Koegel, 20th Century-Fox: Edward Morey, Monogram; Al Daff, John J. O'Connor, Adolph Schimel, Universal-International; Albert Warner, Robert W. Perkins, Howard Levinson, Warner Brothers; Herman M. Levy, S. H. Fabian, Walter Reade, Jr., Alfred M. Starr and Albert M. Pickus, TOA.

'Oliver Twist'

(*Continued from page* 1)

lainous character, Fagin, of the Charles Dickens story.

ELC yesterday stood by its press release of Nov. 20 that the picture "has been booked into Robert J. O'Donnell's Interstate Circuit for scheduled key engagements beginning Jan. 19."

However, in a telegram received yesterday by *Motion Picture Daily* from O'Donnell in Dallas, the circuit operator stated in reply to query: " 'Oliver Twist' has not played any dates in Interstate Circuit and (the circuit) has never played a picture that has been denied the Johnston office seal. Interstate has no contract for 'Oliver Twist' but is merely pursuing the local situation to ascertain the reaction, which at the present time appears favorable. The Texas situation will not be clarified for several days and a full report will then be made to the Johnston office."

NLRB Hearings On SAG-TVA Tilt End

HOLLYWOOD, Nov. 29.—National Labor Relations Board hearings on the jurisdictional dispute between the Screen Actors Guild and Television Authority reached an abrupt end today when TVA notified SAG that George Heller, executive secretary of TVA, who flew in here from New York, would not testify.

The announcement came as a surprise since TVA had previously sought to transfer the hearings to New York on the grounds that Heller's testimony was vital to their case.

Heller, here to meet with the SAG board tonight on a possible amicable settlement of the dispute, is due to return to New York following the meeting, or early tomorrow. As the meeting hour neared, informed quarters considered a settlement imminent. Under NLRB rules, counsel for disputant organizations have two weeks in which to submit written briefs, after which a transcript of the testimony goes to Washington for a NLRB decision.

Boulevard Suit

(*Continued from page* 1)

at the same time as they are offered indoor theatres. In his decision, Judge Kirkpatrick upheld the suit of the Boulevard Drive-in Theatre, located near Allentown, Pa., to force the eight major distributors to give it first-run features.

Stated the jurist: "I am of the opinion that a restraint of commerce in the distribution of motion pictures, which is imposed as a result of the adoption of a general policy, implemented by a system of clearances intended to operate uniformly throughout the entire field of exhibition and wholly to suppress a new form of competition, is an unreasonable restraint, and I hold that these defendants, in imposing such a restraint, are violating the anti-trust laws."

Paramount Case

Citing the Statutory Court decision in the Paramount case, Judge Kirkpatrick held that while clearances are not unlawful per se, the earlier ruling "condemned any system of clearances which had acquired a fixed and uniform character," and which were "made applicable to situations without regard to the special circumstances which are necessary to sustain them as reasonable restraints of trade."

Para. Slates

(*Continued from page* 1)

Owen, Eastern and Southern, and J. J. Donahue, Central, will also attend. A total of 20 exchange cities will be represented.

The first of the meetings will be held at the William Penn Hotel in Pittsburgh on Saturday and Sunday. Twenty-two bookers and booking supervisors will attend.

The second will be held at the Roosevelt Hotel in New Orleans on Dec. 9-10, with approximately 30 bookers and supervisors attending. The third meeting will take place at the Drake Hotel in Chicago on Dec. 16-17, with more than 20 bookers and supervisors present.

Two more meetings will follow after the first of the year, completing the schedule for the whole country.

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FIRST FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 105 NEW YORK, U.S.A., FRIDAY, DECEMBER 1, 1950 TEN CENTS

Zenith Says Phonevision Obtains Films

Says Chicago Test to Start in 'Few Days'

CHICAGO, Nov. 30.—Zenith Radio Corp. said today that "several" films companies have agreed to make available a sufficient number of motion pictures to permit it to begin its 90-day test of Phonevision here within the next few days.

Neither the motion picture companies cooperating nor the films being made available were identified. Locally, it was reported that five or six film companies have submitted lists of product over two years old from which Zenith is being per-

(*Continued on page* 4)

House Group Nears Finishing Tax Bill

WASHINGTON, Nov. 30.—The House Ways and Means Committee has virtually completed work on its excess profits tax bill but as yet has not acted on any provision to take care of the film industry's special problem of frozen funds.

Motion Picture Association of America officials were not too worried, however. They said that the Committee staff and the Treasury staff were having

(*Continued on page* 4)

US-UK Pact to Be Signed at MPAA

Ceremonies marking the signing of the Anglo-American pact will take place Tuesday at the Motion Picture Association of America Office here instead of at the Harvard Club, as planned originally. Signers will be Eric A. Johnston, MPAA president, and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers for the U. S. companies, and Rupert Somervell, Under-Secretary of the British Board of Trade, for England. Present at the signing ceremonies will be members of the MPAA board.

Eberson Says Theatre Construction Need Not Use Defense Materials

John Eberson, internationally known theatre architect, declares the belief that either construction or structural remodeling of a motion picture theatre need take materials required by the defense program "is simply contrary to architectural fact."

Writing in the December issue of *Better Theatres* (published with this week's issue of *Motion Picture Herald*), he lists classes of materials used in theatre construction and gives for each the percentage of the total amount of materials normally employed.

Of these, only steel and iron are on the Government's critical list, and "not only is very little of these normally specified," Eberson points out, "but in almost all cases an experienced theater designer can come up with some entirely suitable substitutes."

Although he criticizes the inclusion of the motion picture "institution" among scores of amusement activities of little or no social significance, he expresses confidence that Government Order No. M-4 would not practicably restrict construction and modernization of theatres if it were to be administered only in genuine support of the defense program.

Mayer Asks Ampa to Join Compo to Aid 'United Front'

An invitation to the Associated Motion Picture Advertisers to affiliate with the Council of Motion Picture Organizations was extended yesterday by Arthur L. Mayer, COMPO executive vice-president, who gave this as "the best answer to those who believe COMPO is not long for this world."

Speaking at an AMPA luncheon held at the Hotel Piccadilly here, Mayer expressed his conviction that difficulties encountered by COMPO are merely "growing pains" and reiterated his offer to make "re-adjustments" in the organizational structure if changes are needed for the good of the industry.

Mayer pulled no punches in describing the industry's need for a united front such as COMPO and said that all sections of the industry "will meet the challenge of our times by closing our ranks."

The AMPA luncheon-meeting was devoted to COMPO, with Robert Coyne, special counsel; Charles McCarthy, information director, and Dick Pitts, editorial director, also giving brief addresses. Ned E. Depinet, COMPO president, was scheduled to speak, but wired his regrets, being detained on the Coast.

(*Continued on page* 4)

A. J. O'Keefe To Leave 'U'

A. J. O'Keefe resigned yesterday as assistant general sales manager of Universal Pictures, a post he has held for the past five years. His resignation will become effective on Jan. 1, after which he will spend the following few months looking after his personal affairs involving real estate in which he is interested on the West Coast. His future plans have not been set, but it is expected he will remain in New York after his Coast trip.

A. J. O'Keefe

Meanwhile, indications are that C.

(*Continued on page* 4)

Asks US Films' Aid For Australia Fete

An appeal for the cooperation of the American motion picture industry in connection with celebrations which next year will mark the 50th anniversary of the Australian Commonwealth was registered here yesterday

(*Continued on page* 3)

4 N. Y. Theatres to Televise Big Game

Four of the five theatres in the Metropolitan New York area equipped with wide-screen theatre television will show the Army-Navy football game tomorrow afternoon. No increase in prices will be in effect and

(*Continued on page* 4)

Delay Faces COMPO-TOA Meeting Here

Gamble, Depinet Confabs Seen Unlikely for Awhile

Conference between the Ned E. Depinet and Ted R. Gamble committees looking to a settlement of the differences which have arisen between the Council of Motion Picture Organizations and Theatre Owners of America not only were not held this week, contrary to expectations, but in all likelihood will not be held even next week, it was indicated yesterday. The talks were scheduled to be held in New York.

Depinet, who has been on the Coast on RKO business, is due to return here Monday, his New York office indicated yesterday. Gamble, meanwhile,

(*Continued on page* 4)

ITOA Supports Arbitration Move

First indication of additional support of attempts begun by Theatre Owners of America to secure industry-wide willingness to study the possibilities for establishing an all-industry arbitration system came yesterday from the Independent Theatre Owners Association of New York.

At a meeting held here on Wednesday of executives of TOA and nine distribution companies it was agreed that efforts should be made to obtain

(*Continued on page* 4)

ITOA Hits Trust Suit, Praises NSS

The Independent Theatre Owners Association of New York, at a meeting at the Hotel Astor here yesterday, passed a resolution disapproving the anti-trust action filed in Philadelphia Federal Court against National Screen Service by a number of independent exhibitors, and paid tribute to NSS's role in industry affairs.

The ITOA indicated it would not participate in such an action, and instructed its legal counsel to take all necessary steps consistent with the best interests of ITOA members in light of the case.

NEWS in Brief . . .

WASHINGTON, Nov. 30.—Motion Picture Association of America President Eric Johnston is giving a black-tie-only party and screening of "The Magnificent Yankee" at the Academia Sunday night for the Justices of the Supreme Court, the Circuit Court and District Court and for practically everyone else who is anybody in Washington judicial circles. Five Supreme Court Justices have already accepted.

•

Chicago, Nov. 30.—Red Skelton has been signed by Balaban and Katz for a week's personal appearance at its Chicago Theatre beginning Jan. 5, 1951.

•

HOLLYWOOD, Nov. 30.—The Screen Directors Guild today announced the appointment of Joe Youngerman as executive secretary. Youngerman had been with Paramount the past 25 years, the last five as assistant to Henry Ginsberg.

•

James Thurber and John Houseman will be hosts to the press at a luncheon at the Algonquin Hotel here on Monday. The luncheon will mark Thurber's entrance into production as an active associate on the filming of "The Thurber Carnival."

Skouras Deposition Ordered by Court

SAN FRANCISCO, Nov. 30.—The Federal court here ordered Charles Skouras, president of National Theatres, John Bertero, National Theatres attorney, and Edwin Zabel, Fox West Coast Theatres executive, to appear for depositions in Samuel Goldwyn's $6,750,000 damage suit against Fox West Coast Theatres. The suit, which was filed last May, in addition, named eleven other defendants, charging violation of the anti-trust laws.

Under terms of the order, Zabel and Bertero start depositions Dec. 6 and Skouras Dec. 14.

Dowd Assumes Post Vacated by Collins

Jack Dowd, Republic branch manager in Indianapolis, will succeed Earl R. Collins as Los Angeles branch manager on Monday, James R. Grainger, sales vice-president, has announced.

Collins resigned to enter private business. Bernard Brager, salesman in the Dallas branch, will assume the Indianapolis managerial post.

Windsor Files Appeal In Walbrook Case

BALTIMORE, Nov. 30.—The Windsor Theatre Co. today filed an appeal from the verdict handed down by Federal Judge Calvin Chestnut in its $600,000 anti-trust suit against Walbrook Amusement and the Hilton Theatre. Chestnut ruled last month that there was no evidence of conspiracy between Walbrook, Hilton and the distributors.

Personal Mention

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's-M-G-M, is due to return here from the Coast over the weekend.

•

WILLIAM S. PALEY, chairman of the board of Columbia Broadcasting, has received a scroll and plaque as one of the 25 distinguished former Pennsylvanians selected for the 1950 "Pennsylvania Ambassador" awards.

•

MIKE LINDEN, Motion Picture Association of America's associate director of community relations and chief librarian, and MRS. LINDEN are parents of a son, WILLIAM LEE LINDEN, born yesterday at Brooklyn Hospital

•

NORMAN SHAFFER, assistant manager of Loew's State, Syracuse, and JAMES MAHONEY, assistant at Loew's Ohio, Cleveland, have been inducted into the Armed Services.

•

ARTHUR STEAGALL, veteran theatreman, has been named manager of the Ziegfeld Theatre, new art house in Chicago's Loop.

•

ABE DICKSTEIN, United Artists New York branch manager, was in Albany yesterday and is in Oneida, N. Y., today.

•

JOHN J. DERVIN, in charge of distribution for Stratford Pictures, has arrived in Hollywood from New York.

•

MILTON E. COHEN, Eagle Lion Classics Eastern division manager, has returned here from a tour of the East, Midwest and West and will leave again today for St. Louis, accompanied by J. H. LUTZER, Southern division manager, on a two-weeks trip to the Southern and Southwestern branches.

•

SAM ZIMBALIST, producer, and FENTON HAMILTON, of the "Quo Vadis" production staff, flew to the Coast yesterday after spending a few days here following their return from Rome.

•

E. K. TAYLER, general manager of Simons Amusement Co. of Missoula, Mont., has resigned, subject to the appointment of a successor.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, and his home office assistant, PAUL J. RICHRATH, are due back here Monday from Boston.

•

E. Z. WALTERS, comptroller of Altec Service, is in New York from the Coast.

Promotions Set for 'Mudlark,' 'Bird'

Following the meeting of manufacturers involved in the merchandising promotion on "Bird of Paradise," 20th Century-Fox yesterday set a goal of 41 tie-ups for the picture covering all facets of the fashion field. The tie-ups were suggested by the panel of manufacturers.

Meanwhile, pin-pointing the various appeals of "The Mudlark," 20th-Fox also announced yesterday that a radio time-buy involving more than 400 spot announcements will hit specialized groups of the listening audience in the Metropolitan area in connection with the premiere at the Rivoli here on Dec. 23.

'Goldbergs' to Bow In Philadelphia

The world premiere of Paramount's "The Goldbergs" has been set for Dec. 23 at the Midtown Theatre in Philadelphia, Max E. Youngstein, vice-president in charge of advertising-publicity, has announced.

Gertrude Berg, star of the film, and the balance of the cast will take part in the premiere ceremonies. They will go to Philadelphia three days before the opening to participate in radio, television and newspaper promotions.

Saville-Flynn Deal

HOLLYWOOD, Nov. 30.—Producer-director Victor Saville today announced the acquisition, jointly with Errol Flynn of "The Director," by W. L. Strong, for independent production by himself and Flynn and starring Flynn. Saville will leave shortly for England to work with the screenplay.

Paramount Drive for Schwalberg Starts

Paramount's "Booker - Salesman's Month," dedicated to A. W. Schwalberg, president of the Film Distributing Corp., gets under way over the weekend and will continue through Dec. 30. Final quotas for features, shorts and the newsreel have been set for each branch. Field coordinator for the tribute to Schwalberg is his executive assistant, Monroe Goodman.

Meanwhile, Paramount has started its stepped-up promotion program for short subjects and news, according to Oscar Morgan, general sales manager for short subjects.

Pickford Wins Suit Against La Cava

LOS ANGELES, Nov. 30.—A 1948 decision of the Superior Court in favor of Mary Pickford, defendant in a breach of contract suit brought against her by film director Gregory la Cava, has been upheld by the California District Court.

La Cava's complaint alleged that Miss Pickford "reneged" on a deal for him to produce and direct "One Touch of Venus" in 1945 and asked damages of $1,653,750. Miss Pickford's attorney contended that no contract was ever actually executed.

Hornblow Preparing

HOLLYWOOD, Nov. 30. — Arthur Hornblow, Jr., M-G-M producer, has penciled in Clark Gable and Lana Turner as co-stars of his forthcoming "Sometimes I Love You," Moss Hart story backgrounded in Hollywood. The producer is now selecting location sites.

Another Five Will Aid 'Brotherhood'

Five additional industry executives have accepted exchange area publicity chairmanships for "Brotherhood Week," Feb. 18-25, according to Max E. Youngstein, national chairman of advertising-publicity of the motion picture division of the National Conference of Christians and Jews.

They are: William Misk[illegible] of Tri-States Theatre Corp., for Omaha; Maurice F. Barr, Paramount Gulf Theatres, New Orleans; Paul Levi, American Theatres, Boston; Alice N. Gorham, United Detroit Theatres, Detroit, and Henry Burger, for Pittsburgh.

Earlier this week, Youngstein, who is Paramount vice-president in charge of advertising-publicity, announced the appointments of Ben Bluestein, William Brereton, Russ Fraser and Harry Mandel for Memphis, Buffalo, Des Moines and New York, respectively.

Home Films Ad of WPIX-TV Protested

Circuit and distribution advertising directors voiced disturbance yesterday over publication of display copy in the New York *Daily News* on behalf of TV station WPIX's "Home Screen Movies." The copy, listing a program of three films nightly from today through next Thursday, carried this line:

"When you're in the mood for a movie at home, count on WPIX having an interesting feature for you—afternoon, evenings or late at night."

Advertising men took the position that this approach set up unfair competition against motion pictures which they were seeking to sell elsewhere in the same edition in display space. WPIX is owned by the *Daily News*.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

Betty HUTTON in Fred ASTAIRE
LET'S DANCE
COLOR BY Technicolor
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON
NAT 'KING' COLE AND HIS TRIO
JIMMY DORSEY AND HIS ORCH
Plus MICKEY DEEMS
Plus THE TONG BROS
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

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3,914,913 Shares For Each RKO Unit

Stock issues of RKO Pictures Corp. and RKO Theatres Corp., which are scheduled to become separate entities on Jan. 1 with the completion of divorcement, have been authorized for listing on the New York Stock Exchange, but they are not to be admitted to dealings until further notice, it was r[illegible]ted here yesterday. It is expecte[illegible]t the issues will be admitted to dealings beginning Jan. 1.

Each company has been credited with 3,914,913 outstanding shares of common stock, with $1 par value prevailing in the case of each.

With consummation of the divorcement plan under the terms of the consent decree entered into with the government and approved by stockholders, the new companies, respectively, will acquire from Radio-Keith-Orpheum its picture producing and distributing assets and its theatre operating assets. RKO stock was divided among stockholders on the basis of one share of each of the new companies' for every share of stock which RKO had outstanding.

Ned E. Depinet has been named president of RKO Pictures, and Sol Schwartz has been elected president of RKO Theatres.

Colosseum Leaders Will Meet Today

Cincinnati, Nov. 30.—A meeting of the executive committee of the Colosseum of Motion Picture Salesmen of America will be held at the Netherland Plaza Hotel here tomorrow preliminary to the organization's national convention which will be held at the same place Saturday and Sunday. The executive group is expected to draft a slate of Colosseum officers for the ensuing year. Some 100 delegates are scheduled to attend.

It was reported from here last week that Ross Williams was elected Colosseum president. Actually, Williams and fellow officers named were elected to administer the affairs of the Cincinnati unit of the Colosseum. Incumbent president of the national organization is Charles Dortic of Albany, N. Y.

Australian Fete

(*Continued from page 1*)

by Ted Lane, advertising-publicity director of Australia's 150-theatre Greater Union circuit.

At an informal trade press conference held in conjunction with a luncheon-reception sponsored by Capt. Harold Auten, film importer and U. S. representative of Greater Union, Lane said the American industry's cooperation in the Australian anniversary could take the form of visits to that country by American film executives, directors and stars who were born in the Commonwealth or who started their careers there. He said that in making the suggestion he had in mind such individuals as Al Daff, Al Deane, John Farrow, Errol Flynn, Merle Oberon, Judith Anderson, Cecil Kellaway, Madge Elliott, Cyril Richards and others.

The luncheon given by Auten, which was held at the Lotos Club here, was in honor of both Lane and Roy Barmby, Greater Union's chief booker. The two have been touring the U. S. since early October and are scheduled to return to Australia by plane on Jan. 4, following a visit to Toronto.

Barmby and Lane, who have previewed a large number of U. S. pictures during their trip, pointed out that 85 per cent of the product shown by Australia theatres are of American make.

Reviews

"For Heaven's Sake"

(*20th Century-Fox*)

CLIFTON WEBB, whose screen appearances have been successively—and successfully—as a baby-sitter, a college student and a harassed father, now turns up as an "angel" in "For Heaven's Sake," the latest in a series of comedies which have brought joy to exhibitors and patrons alike. Webb's box-office appeal is buttressed by such names and talent as Joan Bennett, Robert Cummings, Edmund Gwenn, Joan Blondell and the child actress, Gigi Perreau. A whimsical story, written and directed by George Seaton, gives ample scope for Webb's acid humor and producer William Perlberg's predilection for the slightly supernatural. All in all, it looks like 20th Century-Fox is still batting a thousand with its new Webb comedy.

The picture opens with little Gigi as a seven-year-old "angel" waiting to be born to actress Miss Bennet and stage producer Cummings who have decided they are too important to the theatre to have children. Webb and Gwenn are also "angels," assigned to convince Gigi that it is hopeless to go on waiting for as selfish a couple as Miss Bennett and Cummings to become her parents. But Gigi has no desire to return to "heaven"; she still wants to be born.

Impatient with the dilatory attitude displayed toward parenthood by Miss Bennett and Cummings, Webb decides to advance matters by "materializing" as a rich Montana rancher anxious to back a play. Gary Cooper is Webb's model and the sight of the lean actor sporting a cowboy outfit, complete with drawl, is guaranteed to send audiences into gales of laughter. As a possible theatrical "angel," the erstwhile "real angel" becomes the guest of Miss Bennett and Cummings at their farm, where they are joined by Miss Blondell, author of a play needing backing. Webb is understandably reluctant to put up the cash, as he has none, so Miss Blondell turns on her charm to loosen up Webb's purse-strings. Webb reacts in an all too human way, to the consternation of Gwenn, who reports that the "boss angel" is displeased. Gwenn rings bluebells as a warning when Webb is succumbing to temptation.

A rival backer, rich oilwell owner Harry Von Zell, saves Webb by taking over the play and incidentally provides Webb with a windfall of several thousand dollars. Webb takes over a penthouse, develops a taste for champagne and the ability to play hot jazz on his harp. His free-spending attracts the attention of a tax agent, to whom Webb confides he has never paid a tax, and consequently takes a trip to Bellevue. Webb confidently expects to fly away but discovers to his consternation his unangelic behaviour has cost him the ability to "levitate." Little Gigi rescues him by praying to Haidekiah, the boss angel. With Webb's powers restored, the three angels make one last try with Miss Bennett and Cummings, who, on the verge of separation, suddenly discover that parenthood will soon be upon them. Little Gigi is on her way.

The story, based on a play by Harry Segall, who was also responsible for "Here Comes Mr. Jordan," tends to bog down in spots and some viewers may find the sentiment rather cloying at times. The film's high spots are straight comedy business, frequently and ably interpolated. One of the most hilarious is when, in his cowboy role, Webb confronts Miss Blondell's boy-friend, Jack La Rue, who has played so many gangster parts that he tries to live up to them. There ensues a veritable battle of cliches as the cowboy and the gangster swap dialogue.

Running time, 92 minutes. General audience classification. December release.

VAUGHAN O'BRIEN

"The Great Missouri Raid"

(*Paramount*)

THE SAGA of the James Brothers—Jesse and Frank—is given another screen work-out in "The Great Missouri Raid." As depicted in Frank Gruber's story and screenplay, the brothers were caught in the lingering enmities of the Civil War, and were hounded and harassed by Union soldiers until a career of crime was their only alternative for survival. Nat Holt has given his production a resourceful treatment, including Technicolor. The James Brothers are portrayed by Wendell Corey and Macdonald Carey as Frank and Jesse, respectively, with Ward Bond playing the vindictive, hammer-fisted major bent on eliminating the boys. The story framework is of a conventional nature. Gordon Douglas directed with a good sense of movement. Action drama fans should be fully pleased.

As soon as the war is over the James Brothers and their fellow guerrillas, who include the storied Younger Brothers, too, prepare to surrender to the Union Army and receive their amnesty. However the fires of hate still burn, and the guerrillas are set upon. They escape and make repeated efforts to live peacefully but in vain. The gang finally organizes and proceeds to launch countless robberies. In time they are hardened outlaws. Along the way both brothers take time out to acquire attractive wives—Ellen Drew for Carey and Lois Chartrand for Corey.

Pursuit and flight continues relentlessly until the gang's ranks are badly depleted. The finale sees Corey off to Europe and Carey treacherously shot in the back by one of his own gang. Nat Holt produced.

Running time, 85 minutes. General audience classification. Release date, Feb. 22.

MANDEL HERBSTMAN

Tennessee Owners Face Tax Hikes

Nashville, Nov. 30.—Following conferences on local tax revenues, sponsored by the Tennessee Tax Payers Association, E. W. Palmer, association president, announces plans to introduce in the Tennessee legislature, convening Jan. 1, bills calling for a local tax on admissions as well as increases in local privilege taxes, which may hit theatre owners heavily. The need of additional income for cities is cited as the motive for the all-out campaign for tax increases.

20th-Fox, TOA to Appear at Hearing

Washington, Nov. 30.—The Federal Communications Commission today gave the Theatre Owners of America and 20th Century-Fox permission to appear at the Dec. 11 hearings on allocation of intercity television relay facilities.

TOA officials said they planned to introduce evidence and witnesses to protect the use of some of these facilities for theatre television.

Spokesmen for 20th-Fox, which filed jointly with National Theatres, said they would probably just sit in on the hearings and not actually file testimony unless some other party took a stand which they felt prejudiced theatre television.

If no one did this, 20th-Fox indicated, they thought it better to wait for the big hearings which the FCC has scheduled exclusively on television.

Catholic Paper Hits 'Born Yesterday'

Hollywood, Nov. 30.—"Tidings," the Los Angeles Archdiocese weekly publication, today distributed preprints of its feature article by its motion picture editor, William H. Mooring, entitled "Clever Film Satire Strictly From Marx," in which he calls Columbia's "Born Yesterday," the "most diabolically clever political satire I have encountered in almost 30 years of steady film reviewing."

Mooring's motion picture articles are published in 23 Diocesan newspapers throughout the country. No comment on his "Born Yesterday," article was forthcoming from Columbia today.

SAG-TVA Still Far Apart In Dispute

Hollywood. Nov. 30.—Screen Actors Guild and Television Authority today appeared farther apart that ever in the dispute over jurisdiction in the video field following the special meeting of the SAG board last night. at which TVA president George Heller, and aides presented a formula for a peaceful settlement.

In a statement announcing an unanimous vote to reject the TVA proposal, the SAG board declared, "It is a complete mystery why George Heller asked for the meeting with the SAG board and flew from New York."

Compo-TOA

(*Continued from page* 1)

was scheduled to leave here last night for Oregon, where personal matters are expected to keep him until Tuesday, perhaps Wednesday, of next week. Depinet, as president of RKO Radio and a member of the Motion Picture Association of America board, will have to leave New York by plane on Thursday to attend the Dec. 8-10 joint East-West meeting in Phoenix, Ariz., of distribution and production chiefs.

Chairs Committee

Depinet, president of COMPO, is chairman of a committee of that organization which was named to meet with a TOA sub-committee, headed by Gamble, to receive the latter's proposals for changes in the COMPO board that TOA to all intents and purposes appears to have made the price for its continuance as a constituent member of COMPO. The TOA sub-committee consists of Gamble as chairman, Gael Sullivan, TOA executive director, and S. H. Fabian. When the two committees meet, Depinet is expected to have Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, special counsel, sit in.

TOA, meanwhile, is on record as being a "provisional" member of COMPO since the TOA convention early last month in Houston did not renew the exhibitor organization's expired one-year membership in the all-industry organization.

Arbitration Move

(*Continued from page* 1)

the active participation and cooperation of exhibitors and distributors generally in the consideration and formulation of an all-industry arbitration program.

Meeting here yesterday at the Hotel Astor, ITOA members "evidenced willingness" to participate in efforts toward setting up a system of arbitration to deal with disputes between exhibitors and distributors.

'Oliver Twist'

Among other matters taken up at the ITOA meeting was the situation which has grown out of the Production Code Administration's denial of a seal of approval for J. Arthur Rank's "Oliver Twist." The organization directed its resolutions committee to study the possibility of a resolution condemning showings of the picture as contrary to the American principle of brotherhood. Parts of the picture have been alleged to be anti-Semitic.

Eagle-Lion-Classics, which has contracted to distribute the film in the U. S., as of yesterday still had not received official notification of the PCA's refusal, and therefore continued to postpone taking any action of its own.

Treasury Aids 'Harvey'

The U. S. Treasury's payroll savings bond division has created a special four-color poster on Universal-International's "Harvey," starring Jimmy Stewart, with 35,000 copies to be distributed to banks, business offices and industrial plants in 75 key cities. The poster shows the partial head of a rabbit, and carries the headline: "Give an Ear to Harvey and His Good Advice."

Films for Phonevision

(*Continued from page* 1)

mitted to make a selection of a total of 90 films for the test.

The selection of the films is being made by Ted Leitzell, Zenith publicity director, in New York. Completion of that task and the shipping of prints to Chicago's Channel 2 station projector will require several days with the result that the test cannot be started by tomorrow night, in accordance with schedule.

However, the 300 Chicago families whose homes were supplied previously with the Phonevision test equipment, without charge, were informed by Zenith that the test, which has been postponed for lack of films three times since last Sept. 1 when it was originally scheduled to start, will get under way shortly.

Not only Zenith, but film companies, too, declined to disclose what films, and their age, were being offered for the test.

The reason for the silence on both sides appeared pointless in view of the fact that the identity of the films and their distributors inevitably will be disclosed as the test progresses.

However, where confirmations of film company cooperation with Phonevision were lacking, denials of such cooperation were not. Spokesmen for 20th Century-Fox and Universal, for example, said they were certain none of their films were being made available. Spokesmen for other companies said either that they were uninformed or not in a position to comment.

Exhibitors are violently opposed to industry participation in the test and, it is believed, their attitude influenced distributors to refrain from making films available earlier. Recently, however, it was reported that at Zenith's instigation, the Department of Justice intervened with intimations that a uniform refusal of films might be construed as an anti-trust law violations.

Most industryites are of the opinion that the test either will prove nothing or will be a failure. It has been pointed out that there is no control on the number of people who may see a film on Phonevision for the fixed $1 charge and that with an average viewing audience of only four persons the cost per viewer is cut to about one-half the charge of a subsequent-run, neighborhood theatre. It has been pointed out also that the telephone company will not handle the subscriber billing for Phonevision and, thus, there is no compulsion on any of the test families to pay for the films they tune in on their Phonevision-equipped sets. A total of 90 films, one every night, is scheduled to be used in the 90-day test.

Zenith also announced that James C. Petrillo, president of the American Federation of Musicians, has authorized use of the film sound tracks.

Mayer Asks Ampa

(*Continued from page* 1)

Harry K. McWilliams, AMPA president, presented the speakers and special guests Sol A. Schwartz, president of RKO Theatres, and Virginia Kellog, screen writer from the Coast. Other AMPA officers on the dais included Hap Hadley, Lige Brien and Marjorie Harker.

Replying to Mayer's invitation to AMPA to affiliate with COMPO, McWilliams said the group would act at its next business meeting. Mayer said after the meeting that a number of organizations, including TESMA, TEDA and the organization of "fan" magazines have expressed interest in affiliating with COMPO, but that as yet no machinery has been set up to accommodate them. He will meet with the "fan" magazine group next week to discuss the matter, Mayer said.

O'Keefe Leaving 'U'

(*Continued from page* 1)

J. Feldman, Universal's Eastern sales manager, will become general sales manager under Al Daff, who was named director of world sales a few months ago, effective Jan. 1. The general sales manager's post will be vacated on Jan. 1 by William A. Scully, who will become sales consultant, in semi-retirement.

O'Keefe, who during his 20 years with Universal rose from branch manager to district and Western sales manager prior to his appointment as assistant general sales manager, started in the business in 1919 selling theatre equipment. In 1920 he entered film selling with the W. W. Hodkinson Co. in Denver. He has been in distribution since.

Universal, through N. J. Blumberg, president, and Daff, expressed regret in accepting O'Keefe's resignation.

Four N. Y. Theatres

(*Continued from page* 1)

the telecast of the annual classic will be an added attraction to regular film bills.

Century circuit's Queens and Marine theatres, in Queens and Brooklyn, respectively, and Fabian's Brooklyn Fox will carry the complete game. RKO's Fordham in the Bronx will carry the colorful ceremonies at the halfway intermission and the final half of the game itself. All theatres use the RCA direct projection system and the game will be picked up from NBC's telecast.

The Paramount on Broadway, the fifth theatre equipped for large-screen television, will not show the game. The house has not shown football games previously, evidently feeling that a two-hour added attraction might cut heavily into a normally busy Saturday matinee.

Boston Theatre to Feature TV Army-Navy Game

BOSTON, Nov. 30.—The Pilgrim Theatre, operated by American Theatres Corp., will televise the Army-Navy football game on large theatre-size television screen Saturday at no advance in regular theatre admission prices.

Charles Lazarus' Father

David H. Lazarus, 72, father of Charles Lazarus of *Motion Picture Herald's* editorial staff, died at his home in Montreal Tuesday night. Funeral services were held yesterday in Montreal.

Variety Film Closes

MILWAUKEE, Nov. 30.—Variety Film Trailers has suspended operations, according to Hal Perlman, sales manager.

Profits Tax

(*Continued from page* 1)

trouble drafting language on the point and that a provision might not be ready until the bill reached the Senate. They indicated confidence that sooner or later some special treatment would be included.

The problem arises from the fact that the industry may ge[illegible]uring excess profits tax years re[illegible]ances on blocked accounts actually earned during the past few years, when there was no excess profits tax law. MPAA asked the Committee to free from excess profits tax any such remittances.

The Committee today filled in major details of the bill, and hopes to report out the finished bill tomorrow or Saturday. Then it would come up in the House next Tuesday or Wednesday and probably be passed Wednesday or Thursday. The Senate Finance Committee may start hearings next Monday, even before the bill is acted upon by the House, and hold the hearings down to a week or less.

As the bill now shapes up, the excess profits tax would be retroactive to July 1, 1950. All excess profits would be taxed at a 75 per cent rate. Firms could determine what constitutes excess profits either on the basis of average earnings in a normal period or on the basis of invested capital.

Earnings Method

The earnings method would tax at the excess profits rate everything over 85 per cent of the average earnings in the best three of the four years, 1946-49. The invested capital method would tax at excess profits all earnings over 12 per cent of invested capital up to $5,000,000, 10 per cent of the next $5,000,000 of invested capital, eight per cent of the next $115,000,000 and seven per cent of any over $125,000,000.

Taxpayers using the latter method would get an additional credit of one-third of all interest paid on borrowed capital.

Minimum Credit

There would be a minimum credit of $25,000—that means no firm with earnings of $25,000 or less would have to pay any excess profits tax. New firms—those starting after 1946—would get special treatment guaranteeing them as an excess profits credit a rate of return on their assets equal to the average rate of return for the industry as a whole during the base period. Growing firms would also get special treatment, taking as a credit 85 per cent of the earnings in the last year of their base period or 85 per cent of the average earnings in the last two years.

There would be a 67 per cent ceiling on the amount of a firm's income that can be taken in regular corporate and excess profits taxes. Unused excess profits credits from any one year could be carried forward five years or back one. Corporations resulting from a split-up could allocate the earnings experience of the previous corporation for determining their own excess profits tax.

Westwood with Warner

LONDON, Nov. 30.—Douglas W. Westwood will join Warner's British sales staff this week as Midlands area representative. He will have headquarters at the Manchester branch. Westwood was formerly Liverpool branch manager for British Lion.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 106 NEW YORK, U.S.A., MONDAY, DECEMBER 4, 1950 TEN CENTS

Report Offer For UA Put Up to Chaplin

Muller to Coast After New Negotiations Here

Harry J. Muller, United Artists treasurer, was scheduled to confer with Charles Chaplin in Hollywood over the weekend relative to a possible new deal for the sale of the company.

Muller's departure by plane from New York on Friday followed two days of conferences here among Mary Pickford, Paul V. McNutt and Frank McNamee. It was indicated by an authoritative source here that the proposal Muller took West was one from Sam Katz, who recently entered into a production - distribution partnership with Stanley Kramer, whereby Katz would buy up the

(*Continued on page* 4)

20th-Fox to Test TV 'Pull' for Boxoffice

The largest TV-spot campaign ever used by 20th Century-Fox will be bought for the premiere of "The Mudlark," opening at the Rivoli Theatre here on Dec. 23, it was announced at the weekend by the company. This is the first time since the opening of "The Iron Curtain" in New York that the company has utilized the medium

(*Continued on page* 4)

Daff Starts Tour of All U-I Exchanges

Boston, Dec. 3.—Alfred E. Daff, vice-president in charge of worldwide distribution for Universal - International, effective Jan. 1, has arrived here on the first stop of his nationwide tour to visit every U-I exchange to become acquainted with operations.

Daff stated that he hopes to meet as many exhibitors as possible. He said he believes personal contact with exhibitors is highly important. Accompanying Daff are David Lipton, national director of publicity, and Charles J. Feldman, newly appointed sales manager.

C. J. Feldman In 'U' Post

Charles J. Feldman

Charles J. Feldman, Universal Eastern sales manager, has been appointed sales manager for the company, it was announced here on Friday by Alfred E. Daff, director of world sales. The expected announcement follows the resignation on Thursday of A. J. O'Keefe as assistant general sales manager. The new appointment is effective immediately.

Feldman came to New York from Los Angeles in 1946 as Western sales manager and a year ago was made Eastern division chief.

(*Continued on page* 4)

Ticket Price Jump Before NCA Board

Minneapolis, Dec. 3.—Plans to increase admission prices are expected to head the agenda of the meeting of North Central Allied's board at the Hotel Nicollet here tomorrow.

For some time NCA has been urging a general rise in ticket prices to offset mounting operating costs but so far only a few exhibitors have followed that practice. Independent operators have expressed a desire to have major circuits set the pattern.

Also to be discussed at tomorrow's meeting are plans for the annual NCA convention to be held here May 7-8.

22 Chairmen Set for Impellitteri Dinner

Vice-chairmen of the theatre owners of New York's Mid-Century dinner honoring Mayor Vincent R. Impellitteri were announced at the weekend by S. H. Fabian, general chairman. The dinner will be held on Dec. 18 at the Hotel Astor.

Those named were: A. J. Balaban, Leo Brecher, Max A. Cohen, Oscar Doob, Russell V. Downing, Percival E. Furber, Sol Schwartz, Joseph Seider, Al Semft, George P. Skouras, Solomon Strausberg, Joseph R. Vogel, David Weinstock, William A. White, Harry Goldberg, Leonard H. Goldenson, Julius Joelson, Harry M. Kalmine, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen and Fred J. Schwartz.

Sales Meeting to Hear Depinet on RKO Product Plans

Sales executives of RKO Radio from all over the U. S. and Canada will meet today at the Hotel Warwick here to discuss plans for RKO product for 1951.

Ned E. Depinet, president, will address the meeting, to be presided over by Robert Mochrie, sales vice-president, this morning, and will announce the company's 1951 plans to the sales executives and the trade press. Other meetings of the gathering, which will continue this afternoon and through Wednesday, will be for company personnel only.

Those scheduled to participate include: District managers Ben Y. Cammack, Leo M. Devaney, Robert J. Folliard, Herbert H. Greenblatt, Leonard S. Gruenberg, Albert L. Kolitz, Morris E. Lefko, John H. MacIntyre and David Prince.

From the home office: Leon J. Bamberger, Charles Boasberg, Wal-

(*Continued on page* 2)

US Academy Patent Ruling Is Appealed

Washington, Dec. 3.—Academy Award Products, Inc., has appealed a decision of patent office examiner A. D. Bailey canceling its right to use "Academy Award" as a trademark on 17 different groups of products, ranging from tires and tobacco to refrigerators and guns.

Bailey, acting on a complaint brought by the Academy of Motion Picture Arts and Sciences, had ruled that the words "Academy Award" had been so closely associated with the Academy that no one else had the

(*Continued on page* 2)

'Brotherhood Week' Committee Expands

K. T. Collins of the Greater Indianapolis Amusement Co. and W. K. Hollander of Balaban and Katz have accepted posts as publicity chairmen for "Brotherhood Week," Feb. 18-25, in the Indianapolis and Chicago exchange areas, respectively.

Their appointments were announced Friday by Max E. Youngstein, national chairman of advertising-publicity of the motion picture division of the National Conference of Christians and Jews, sponsor of Brotherhood Week. This brings the total of publicity exchange area chairmen to 11. Additional appointments will be made soon.

Mortimer W. Loewi, director of DuMont Television Network, has been

(*Continued on page* 4)

Would Exempt Blocked Funds In Tax Bill

House Group Favors Johnston's Proposal

Washington, Dec. 3. — The House Ways and Means committee has tentatively approved for inclusion in its excess profits tax bill a provision to exempt from the excess profits tax income of film companies earned overseas before the bill goes into effect but actually remitted after it goes into effect.

There is still a question of whether or not the exact language to take care of this situation can be drafted in time for the provision to be included in the House bill. Since the committee has already reported out the measure, it would have to be added as an amendment on the floor.

(*Continued on page* 4)

Warner Increases Its Short Subjects 20%

Hollywood, Dec. 3.—Increasing its short subject program more than 25 per cent, Warner Brothers will release 90 one- and two-reel pictures during 1951-52, it was announced by Jack L. Warner, production vice-president. This is an increase of 20 over 1950-51;

(*Continued on page* 4)

ELC Set to Appeal PCA Ban on 'Twist'

Indications at the weekend were that Eagle Lion Classics will appeal the Production Code Administration's denial of a seal of approval for J. Arthur Rank's "Oliver Twist" if and when official notification of the denial is received by the company from PCA Administrator Joseph I. Breen.

As of the weekend ELC, which contracted to distribute the film in the U. S., received no word of the seal denial other than reports in the press, a company spokesman said. However, arrangements to appeal to the PCA are understood to have been made by the company.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here yesterday for the Coast.

•

BARBARA HELLMAN, daughter of NEIL HELLMAN, Upstate New York exhibitor, and ALAN V. ISELIN, of the Hellman Circuit, were married in Albany.

•

F. J. A. MCCARTHY, Southern and Canadian sales manager for Universal, will be in Dallas today from New York.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, returned here at the weekend from Washington.

•

PHIL WILLIAMS is in Miami from New York on a vacation.

RKO Product Plans

(*Continued from page* 1)

ter Branson, Irving Cane, David Cantor, J. E. Cashman, W. H. Clark, William Dahler, Frank Drumm, Lou Gaudreau, Harry Gittleson, Arthur Good, George Held, Sid Kramer, Jack Level, Nat Levy, Dan Loventhal, S. Barret McCormick, William McShea, Lou Miller, Frank Mooney, Rutgers Neilson, Carl Peppercorn, Michael Poller, A. A. Schubart, Edward J. Smith, Jr., Terry Turner, Herbert Wappaus, and William Zimmerman.

From the foreign department: Ned Clarke, Robert Hawkinson, Jack Kennedy, Beverly Lion, Don Prince and Phil Reisman.

Samuel Goldwyn Productions: James Mulvey and Alfred Crown. RKO Pathe: Doug Travers and Harry Michalson. Walt Disney Productions: William B. Levy, Charles Levy, Irving Ludwig and Leo F. Samuels. Sol Lesser Productions: Irving Lesser and Seymour Poe. RKO Theatres: William Howard, Harry Mandel, M. Polon, Sol Schwartz and R. Sherman. New York exchange: Phil Hodes.

Depinet in Deal with Lesser, Acquiring 'Kon-Tiki' Rights

"Kon-Tiki," feature visualizing a trans-Pacific crossing on a balsa wood raft as told by Thor Heyerdahl in the book of the same name, will be released by RKO Radio through contracts signed by Ned E. Depinet, RKO Radio president, and Sol Lesser of Sol Lesser-Thalia Productions, owners of the American rights.

New Casolaro Feature

Casolaro Films Distributing Co., New York, has acquired for distribution in the U. S., the Italian-made "Dishonored," directed by Guido Brignone and produced by Fortunato Misiano for Roma Films. The production, which has English sub-titles by Salvatore F. Billitteri, is now having its American premiere run at the City Theatre here. The company is headed by Salvatore Casolaro.

MPAA Display at Youth Conference

WASHINGTON, Dec. 3.—The Motion Picture Association of America has a display featuring the teaching film custodian's program and the children's library at the White House Midcentury Conference on Children and Youth, now under way here.

The Council of Motion Picture Organizations is being represented at the conference by Roger Albright, A. Julian Brylawski and Abram F. Myers.

MPAA's Albright is the motion picture consultant on a continuing panel on "Leisure Time Use of Mass Media." Arthur De Bra, head of community relations for MPAA, and assistant Marjorie Dawson will also participate in the panel. Taylor Mills, executive assistant to MPAA vice-president Francis Harmon, will be on hand for liaison with the newsreels, which are expected to concentrate on President Truman's address to the conference Tuesday morning.

Catholic Editors Urged to See 'Born'

WASHINGTON, Dec. 3.—Officials of 23 Catholic newspapers which publish the motion picture reviews of William H. Mooring were urged by the Motion Picture Association to see Columbia's "Born Yesterday," which Mooring described as a Marxist satire.

In wires sent to the 23 Diocesan publications on Friday by Kenneth Clark, MPAA information director, it was stated that, "contrary to Mooring's opinion we feel very deeply and sincerely that the picture gives warmth and positive support to the democratic ideals, principles and institutions of America." If you will make a point of seeing it, Clark's wire concluded, "I think you will then share our high opinion of 'Born Yesterday'."

Shupert, Cohn to Address TBA Clinic

George T. Shupert, Paramount Television Productions vice-president, Ralph Cohn, manager of Columbia Pictures' TV department, and Irving Rosenhaus, president of WATV, Newark, will lead a film panel at the Television Broadcasters Association clinic to be held next Friday at the Waldorf-Astoria Hotel here.

Para. Executives to Gulf States Meet

NEW ORLEANS, Dec. 3.—A. W. Schwalberg, president of Paramount Film Distributing Corp., and Max E. Youngstein, advertising and publicity vice-president, are here to attend the convention of the Allied Theatre Owners of the Gulf States.

Grosses Down, Production Is Up in United Kingdom

LONDON, Dec. 3.—A seasonal decline in attendance and box-office grosses during the second quarter of 1950 is now reported in the British Board of Trade Journal.

The figures represent the findings of the BOT investigation of the film industry in the United Kingdom, and the decline is said to follow a pattern discernible for at least the past three years.

Admissions dropped 7.9 per cent, from 371,063,000 for the previous quarter, to 341,582,000, with the gross dropping 9.8 per cent, from £28,040,000 to £25,305,000. Last year's decrease for the same period was proportionately similar, but the decline in 1947 and 1948 was less.

The position of production in Britain has shown some improvement, according to the BOT, which reports idle studio space at 37 per cent at the end of September, as compared with 54 per cent at the end of March. Studio employment, however, stood at 4,138 at the end of September, 1950, compared with 5,911 at the same date in 1949.

The report also surveyed Sunday shows and said that 56.3 per cent of the total theatres played films on Sunday.

Set Trial Date for Suit Against WB

Trial of Sam E. Morris' $250,000 breach of contract suit against Warner Brothers has been set for Dec. 11 by Federal Judge Fred Noonan here. Noonan vacated a stay granted Warner pending delivery of documents to Warner attorneys by Morris.

Morris, a former vice-president and distribution executive with Warner, alleges the company violated an agreement to pay him $300 weekly for life for acting in an advisory capacity on the Coast.

Mrs. Rathvon Gives Press Reception

Mrs. N. Peter Rathvon was host to the press here on Friday at a reception at the Hampshire House. The event marked her first production, "The Sun Sets at Dawn," for Eagle Lion Classics distribution.

Among those present were William Heineman, William C. MacMillen, Bernard G. Kranze, Leon Brandt, Paul MacNamara, Ben Babb, Jack Schlaifer, Steve Strassberg, Phil Cowan, Leo Brady.

'Mudlark' to Open Dec. 23

"The Mudlark," originally scheduled to open at the Rivoli here on the night of Dec. 21, will instead open there on the morning of Dec. 23. Irene Dunne, starring in the Rivoli's current bill, "Never a Dull Moment," also stars in "The Mudlark." Recently Linda Darnell also played two in a row at the Rivoli, appearing in "No Way Out," followed by "Two Flags West."

Newsreel Parade

THE crisis in Korea and the eruption of Mt. Etna are current newsreel highlights. Other items include President Truman's A-Bomb speech and sports. Complete contents follow:

MOVIETONE NEWS, No. 97—Anxious world waits next move in Korea. Disaster faces town in Sicily as Mt. Etna erupts. Protestants form new church gr[illegible] International water skiing.

NEWS OF THE DAY, No. 227—Chinese entrance in Korea brings world crisis. UN at the crossroads. Dean Acheson speaks out. Latest war films. President Truman warns Reds.

PARAMOUNT NEWS, No. 30—World faces gravest crisis since the end of last war. Protestant leaders hail new unity as National Council of Churches of Chirst in America is formed. Boxing.

TELENEWS DIGEST, No. 48-B—Gen. MacArthur says we face a new war. President Truman: "We may use atom bomb." Germany: vote on rearmament.

UNIVERSAL NEWS, No. 409—President Truman hints use of A-bomb in Korea crisis. UN at Lake Success. Jap war leader Shigemitsu freed. Ray Robinson stops Jean Stock in Paris.

WARNER PATHE NEWS, No. 32—Red China defies the world. Hawaii ratifies new constitution. Some 31,000 Protestants unite in National Council. Sicily: Mt. Etna erupts again.

Patent Ruling

(*Continued from page* 1)

right to trademark them.

The latter company, however, has now appealed to the Commissioner of Patents. Both sides must file briefs, and then argue the matter before the Commissioner, probably in March or April. A further appeal from his ruling can be taken to the U. S. Court of Appeals here and on up to the U. S. Supreme Court.

Meanwhile, Bailey has also cancelled the right of another firm—David Kahn, Inc.—to use the "Academy Award" trademark for mechanical pens and pencils. He made this ruling on the ground of the exclusive right of the Academy to use this term. Kahn has until Dec. 26 to appeal.

Registration of the trademark for a third firm—Deremetics, Inc., in the perfume and toiletry field—has already been cancelled by default. Proceedings brought by the Academy are still pending against two other firms, and will probably be argued sometime next year.

Report Kosiner Resigns

Harry Kosiner, Eastern sales representative for Edward Small Productions since 1943, was reported at the weekend to have resigned. Efforts to reach him for comment were unavailing. Reports that he was joining Columbia Pictures, which recently took over distribution of Small's product could not be confirmed.

Zanuck Sets Final Title

"Decision Before Dawn" will be the final title for 20th Century-Fox's "Legion of the Damned," according to announcement made in Hollywood yesterday by Darryl Zanuck, production vice-president.

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Fay's, a Landmark, To Close Wednesday

Providence, Dec. 3.—Fay's Theatre here, one of the oldest vaudeville houses in the country, will close on Wednesday. Reasons given for closing are failure to obtain suitable vaudeville attractions, general poor business conditions in the motion picture industry. The house may reopen around New Year's. Present policy is vaudeville and pictures.

Offer for UA

(*Continued from page* 1)

UA stock option held by McNutt, UA board chairman; McNamee, president, and Max Kravetz, secretary.

Other reports, however, say that Jock Greniff, an independent distributor, is negotiating for a block of UA stock. It is believed possible that Greniff is acting in association with Serge Semenko, an executive of the First National Bank of Boston and a familiar figure in film financial circles. Also linked to the UA deal, but without confirmation, was the name of James Mulvey, president of Samuel Goldwyn Productions.

Whether the persons mentioned above were connected with the Katz-Kramer deal, or were entering the negotiations with separate proposals could not be determined at the week-end.

A plan advanced by Katz last spring for the purchase of UA for $2,500,00 included provision for Kramer to become head of production for the company. The deal was approved by the UA board in New York but was turned down by Miss Pickford and Chaplin for their own $5,400,000 stock option to McNutt, McNamee and Kravetz, the option to be exercised prior to the end of 1951.

Since McNutt and his associates obtained their option last July they have been unable to secure adequate financing and to arrange for a backlog of product to carry the company through 1951, or even the first half of the year.

Meanwhile, Katz and Kramer formed Stanley Kramer Distributing Corp., the former having posted $2,000,000 for operating capital. The new company plans to get under way in March with a production schedule calling for some 12 pictures a year.

Warner Increases

(*Continued from page* 1)

in addition, the company will issue the usual 104 newsreels.

All "live" shorts will be produced under the supervision of Gordon Hollingshead, with all cartoons being under the supervision of Eddie Selzer.

Nearly half of the program will be cartoons, including 26 Merry Melodies in Technicolor and an additional 13 other cartoons. Eight two-reel Technicolor subjects will comprise adventure, travel and sport themes. Similar themes will be offered in a series of six two-reel black-and-white shorts. The Joe McDoakes series, titled "So You Want to Be—," and starring George O'Hanlon, continues with six one-reelers. Other series are seven one-reel band subjects, six one-reel Musical Memories, and eight one-reel black-and-white novelties.

Reviews

"Killer That Stalked New York"

(*Columbia*)

EXHIBITORS are offered something different in theme in Columbia's "Killer That Stalked New York." It deals with the terror of a smallpox epidemic spreading over a metropolis. The idea for the film was inspired by the epidemic that threatened New York City in 1947. Along with the documentary-styled treatment of the growing plague the picture mixes in a bit of melodrama concerning a plot to smuggle diamonds into this country. The results are entertaining though uneven. The documentary aspects are always taut and possess a certain amount of novelty appeal, while the fictional aspects are of a standard melodramatic nature.

Shot largely on location in New York the picture is one which offers generous angles to exploitation-minded showmen. Evelyn Keyes has the feminine lead as the unwitting carrier of the deadly virus. Entering the United States from Havana with some smuggled jewels to deliver to her husband, Charles Korvin, Miss Keyes starts infecting people she comes in contact with. Presently she learns that her philandering husband not only has double-crossed her, but run out on her as well. Vowing vengeance, she starts a hunt for Korvin, leaving in her trail the deadly virus. In the meantime the city rapidly mobilizes its health forces, gets underway mass vaccination, and generally arrests the peril.

The relentless two-way hunt, Miss Keyes for her husband, the police for Miss Keyes, continues through most of the picture. The climax is reached when Miss Keyes catches up with her husband and holds him at gun point as she calls the police. In a burst for freedom, he leaps to his death. Miss Keyes, dazed and weakened, feels that suicide is the only escape, and climbs out on a high window ledge. Consoling words lure her back and she surrenders to the authorities.

Others in the film are William Bishop who turns in a conscientious performance as a doctor, and Dorothy Malone, his pretty assistant.

Robert Cohn produced and Earl McEvoy directed from the screenplay by Harry Essex.

Running time, 79 minutes. Adult audience classification. December release.

MANDEL HERBSTMAN

"Short Grass"

(*Allied Artists*)

IN "Short Grass," producer Scott R. Dunlap has turned out a Western melodrama that could be a model to craftsmen working in the same field. It tells a strong story in straightforward manner, with strong personalities in the cast, respects the story it tells, keeps its characters in character, and gives its frontier woman a valid and significant prominence in plot and action. With Rod Cameron, Johnny Mack Brown and Cathy Downs as marquee material to work with, the picture appears certain to run up a good box-office score.

The script, by Tom W. Blackburn, from his novel of the same name, deals with New Mexico as it is about to be opened up to law and commerce by an oncoming railroad, but where the six-gun is still the deciding argument in disputes over possession of grazing land. Cameron arrives, a drifter, and is set up by a local cowman as the intended scapegoat in a saloon burglary. When the cowman later attempts to shoot him down, Cameron kills the cowman in self-defense and escapes, wounded, after picking up the money stolen by the dead man. Rescued by Miss Downs, daughter of an honest rancher, Cameron gives the money to her father to buy some short grass acreage, and becomes his partner, but is forced to leave the country after killing a neighboring rancher's brother, also in self defense. Five years later, after the railroad has gone through, he re-enters the territory, finds Miss Downs and the other righteous people being victimized by the rancher who has vowed vengeance upon him, and is instrumental, working on the side of the law but with two very fast six-guns, in bringing peace and justice to the community.

Raymond Walburn, Alan Hale, Jr., Morris Ankurm and Jonathan Hale head a large and able supporting cast. Direction by Lesley Selander is effective in both dialogue and action sequences, and photography by Harry Neuman takes full advantage of impressive background terrain.

Running time, 82 minutes. General audience classification. Release date, Dec. 24.

Test TV 'Pull'

(*Continued from page* 1)

to advertise a motion picture.

"The growth of television and its widening audience resulted in the decision to use video in its campaign, and the current effort is regarded by company executives as a basic test of the medium to attract moviegoers to the box-office," said 20th.

The TV advertising barrage will be aided simultaneously by a major radio spot campaign of more than 400 announcements over the Christmas holiday weekend. The TV buy is scheduled for Friday, Saturday and Sunday, Dec. 22-24, when TV audiences are expected to be at their greatest numbers due to special holiday shows.

C. J. Feldman

(*Continued from page* 1)

He joined Universal in 1929, after two years with United Artists as a salesman and served as manager in Denver, Salt Lake City, San Francisco and Los Angeles. He was West Coast district manager prior to becoming Western sales manager.

In announcing the appointment, Daff said, "Feldman is a fine example of the executive who came up the hard way and went through the school of practical experience in this business. We are confident that his many friends among exhibitors in this country who have known him for many years will be most gratified to learn of his advancement."

Short Subject

"Whereabouts Unknown"

(*This Is America—RKO Radio*)

Special police units, such as the New York Missing Persons Bureau, which reports on about 12,000 cases a year, is the subject explored and dramatized in this latest in the This Is America series. Stati[illegible]r are offered, problems presented and many answers given. More than 98 per cent of disappearances are solved, it is said.

Why do people vanish? One case is culled from the files and followed from beginning to end. The subject thus has the fascination of a mystery thriller although the facts are starkly true.

Profits Tax

(*Continued from page* 1)

Even if the provision is not in the House bill, it would probably be included in the Senate bill.

Important tax developments are foreseen this week in both the House and Senate. The excess profits tax bill comes up on the House floor tomorrow with final passage slated for late Tuesday. The Senate Finance Committee meanwhile opens hearings tomorrow on the measure, and hopes to finish by the end of the week.

The Motion Picture Association has applied for permission to testify, but MPA officials said they were still not sure they actually would appear. Much will depend on what happens to the foreign income provision in the House.

Last Minute Changes

The Ways and Means Committee reported the tax bill Friday, with some last minute changes. The foreign income provision was one. MPAA president Eric A. Johnston had testified that the film companies faced a special problem because of the large amounts of earnings blocked overseas in the post-war period. Some of it is now becoming available, he said, and so would be subject to any excess profits tax. He urged the committee to exempt from excess profits tax any such income earned in pre-excess profits tax years and actually coming into company treasuries after a bill is enacted.

Rep. King (D., Calif.) on Friday reminded the committee of the industry's plight and promptly approved Johnston's suggestion, providing the staff could draft suitable language.

Other major provisions of the tax bill are still as they were Thursday night, including one permitting companies resulting from divorcement to use the earnings experience of the old company.

'Brotherhood Week'

(*Continued from page* 1)

appointed chairman of the national television committee for Brotherhood week, it was announced on Friday by Eric Johnston, general chairman of Brotherhood Week. This marks the first time a television committee has been organized to enlist the participation of networks, individual stations, executives, producers, writers and actors for the national observance, said Johnston.

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Price & Wage Controls Seen In Six Weeks

Arms Program Step-Up To Bring Earlier Action

WASHINGTON, Dec. 4.—The government's new multi-billion dollar expansion of the rearmament program means much tighter economic controls much sooner, according to Administration officials.

They are talking of sharply increased cutbacks of civilian consumption of key materials and further curbs on production of non-essential goods. They expect some sort of price and wage controls—possibly on just a few commodities—within the next six weeks now, rather than two to three months off, as previously believed. And they feel that the government will be completely allocating the use of every important raw material and almost completely controlling production by early spring. Summer had been the previous prediction for such control.

(*Continued on page* 19)

Wynne Is Named Colosseum Head

CINCINNATI, Dec. 4.—Harris Wynne, Jr., a salesman with M-G-M at Atlanta, was elected president of the Colosseum of Motion Picture Salesmen of America, which concluded its sixth annual convention at the Netherland Plaza Hotel here yester-

(*Continued on page* 19)

East-West Meeting May Be Postponed

Washington, Dec. 4.—There is a 'good chance" that the joint East-West meeting in Phoenix of distribution presidents and studio executives, scheduled for next Friday through Sunday, will be postponed, according to a spokesman here for the Motion Picture Association of America.

Inability of Nate J. Blumberg, Universal president, whose wife is hospitalized in New York, and Spyros Skouras, 20th Century-Fox president, to attend the meetings is understood to make the postponement advisable.

New RKO Picture Company Ready to Start: Depinet

The new RKO Pictures Corp., which will emerge from the court-imposed divorcement on Jan. 2, will start its solo journey with "its sails trimmed, a fine crew and a cargo to be proud of," Ned E. Depinet, president, told the company's district sales managers' meeting at the Warwick Hotel here yesterday.

Officially informing the field sales executives that the divorcement will soon be accomplished, Depinet said, "We will be amply financed and will be ready for almost any eventuality."

"We have had a theatre company for 20 years," he said, "but I have always held that RKO can operate successfully with or without a theatre company."

Depinet predicted success for the new RKO Theatres Corp. on its own, describing the company's properties as a "compact group of the finest theatres, well managed by Sol Schwartz, the new president, and his staff."

Prefacing his remarks with the explanation that, for a change, he was again selling RKO pictures, rather than doing the missionary work for

(*Continued on page* 16)

ELC Charges Are Denied By Loew's

Loew's filed in U. S. District Court here yesterday a general denial of allegations in the $15,000,000 triple-damage anti-trust suit brought by Eagle Lion Classics. Filing attorney was J. Robert Rubin. RKO Theatres, the other defendant in the action, filed its answer ten days ago.

ELC has charged that the RKO and Loew's circuits by collusive practices have virtually excluded independently-produced pictures from the New York market. Pre-trial hearings are scheduled to start in January.

Report Grinieff and Mulvey in UA Deal

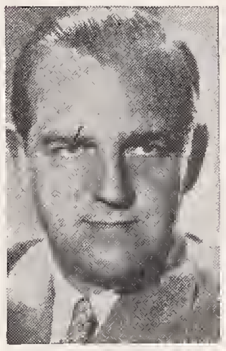
Reports circulating in New York yesterday had it that control of United Artists shortly may pass to the Motion Picture Development Co. in which the principals are James Mulvey, president of Samuel Goldwyn Pro., Jacques Grinieff and Robert Haggiag.

The deal reportedly has been agreed upon and necessary papers are being drawn in Holywood.

It was further reported that Mul-

(*Continued on page* 19)

Announce New Plans



Ned E. Depinet
President

Robert Mochrie,
Sales Vice-Pres.

RKO Radio Puts 14th Ned Depinet Drive In Motion

The 14th "Ned Depinet Drive" program was announced yesterday by Robert Mochrie, vice-president and general sales manager of RKO Radio, at the national sales meeting being conducted at New York's Hotel Warwick.

Mochrie set the program for Dec. 22 to June 28, 1951, a 27-week period, with veteran RKO district chiefs designated as drive captains, along with the announcement that home office executives will exercise a concerted effort to make the drive one of the most productive ever sponsored.

Drive captains named include district managers Ben Y. Cammack, Southwestern; Leo M. Devaney, Canada; Robert J. Folliard, Eastern; Herbert H. Greenblatt, Midwestern;

(*Continued on page* 16)

Blocked Earnings Provisions Mapped

WASHINGTON, Dec. 4.—Congressional and Treasury tax experts were putting the finishing touches late tonight on a provision to make sure the film companies won't have to pay any excess profits tax on money earned overseas in earlier years but blocked until now.

The provision is slated to be offered on the House floor tomorrow as an amendment with the official backing of the House Ways and

(*Continued on page* 19)

RKO to Have 32 Top Budget Films in 1951

First Program to Come From Film Company

The complete program of releases for 1951 of RKO Pictures Corp. which comprises 32 top-budget features, one-third of them in color, was announced here yesterday by president Ned E. Depinet at the opening meeting of the company's national sales executives at the Warwick Hotel, with Robert Mochrie, vice-president in charge of domestic distribution, presiding, and Phil Reisman, vice president, in charge of foreign sales also on hand with other top executives. The meetings close Wednesday.

Included in the program, described as "the most ambitious in the history of the RKO studio," of which Howard Hughes is managing director of production, are pictures by Walt Disney, Samuel Goldwyn, the Jerry Wald-Norma Krasna or-

(*Continued on page* 16)

Allied Views on Bids Seen Ready Soon

WASHINGTON, Dec. 4.—Abram F. Myers, general counsel of Allied States Association, said he thought letters outlining Allied's views on competitive bidding and proposed changes in the New York court's decree would go out to distributors and

(*Continued on page* 12)

Says Majors Warn On Forced Selling

Boston, Dec. 4.—"From the top executives of all major companies comes the assurance that they will definitely replace any of their sales force who use threats of retaliation to frighten exhibitors into conceding unjust demands." This was disclosed in a bulletin sent to members of the New England Independent Exhibitors Association.

Exhibitors having such an experience are urged to complain to the distributor's exchange manager or general sales manager.

Personal Mention

MRS. SAMUEL GOLDWYN returned to the Coast over the weekend after a week's visit in New York.

•

ALFRED CORWIN, head of the Motion Picture Association of America's New York publicity office, is spending this week on vacation in Virginia.

•

WILLIAM WYLER, Paramount producer-director, and MRS. WYLER, the former MARGARET TALLICHET, have become parents of a third daughter at Cedars of Lebanon Hospital, Los Angeles.

•

ROBERT WEBER, assistant to HOWARD MINSKY, Paramount's Mideastern division manager, was married recently to RUTH BESSELL in Kenmore, a suburb of Buffalo.

•

JOHN BURROWS, 17, son of HAL BURROWS, M-G-M art director, won the Long Island finals contest on Americanism conducted by the New York *Journal-American*.

•

HERMAN G. MORGAN, former Indianapolis city salesman for Universal, has joined the Realart sales staff in Indianapolis.

•

HENRY MARCUS, art director for Loew's Theatres here, is the father of a son, DANIEL STEVEN, born in Kew Gardens General Hospital.

•

FRANK CAPRA, Paramount producer-director, has been elected president of the Italo-American Federation of Southern California.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, and his home office assistant, PAUL J. RICHRATH, have returned here from a week in Boston.

•

ROBERT R. YOUNG, controlling stockholder of Eagle Lion Classics, has been named co-chairman of the Texas Freedom Train.

•

JACK MCINERNEY, publicity director for United Paramount Theatres, has recovered from a recent illness.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has returned to his desk here after Coast conferences.

•

DAVID GOLDING, publicity manager for 20th Century-Fox, has left here for Washington to consult with Marine Corps officials.

•

SAMUEL GOLDWYN, JR., has returned to the Coast from Fort Riley, Kansas, where he has been gathering material for a film.

•

HENRY GINSBERG, former Paramount production chief, is scheduled to leave here today for Hollywood.

•

CHAUNCEY WOLF, owner of the Uptown Theatre, Baltimore, is vacationing in Florida.

Insider's Outlook

By RED KANN

ADD to the gaiety of the confusion over selling methods recent events which made headlines from Baltimore and Washington.

The first has to do with the action filed by the Windsor Theatre against the Walbrook Amusement Co. The suit, charging that Walbrook had conspired with distributors to Windsor's detriment, was dismissed. In his opinion, Federal Judge John W. Calvin Chestnut discussed choice of customers on the part of the distributors and remarked, "They [the distributors] were actuated only by the ordinary business motives of making more money from pictures from an established customer owning a larger and more productive theatre."

Following hard on the heels of this situation was Federal Judge William H. Kirkpatrick granting an injunction in a suit brought by the Boulevard Drive-in at Allentown, Pa. entitling it to negotiate for first-run features at the same time that they are made available to the conventional, indoor theatre in the same competitive area.

■

What further processes of the law will be invoked remains to be seen. But the situation, in its current status, adds to the uncertainty long prevailing among sales managers over how they may proceed without violating the majesty of the law, without inviting additional litigation to the burden already saddling the industry and, never the least of their considerations, how to make the best possible deals for their attractions.

To the layman, constantly bewildered by the interpretations to which legal language is susceptible, Judge Chestnut's opinion seems clear enough. He appears to be emphasizing the right of the distributor to select his own customer. If this is correct, a reasonable question to be raised against it is the opinion of the U. S. Supreme Court which, in effect, ruled the established customer was a thing of the nostalgic and remembered past.

■

Now let us see what Judge Kirkpatrick, not far up the line from Baltimore, has to propound. The best interpretation is that the Allentown case appears to give the Boulevard Drive-in the right to negotiate for first-run product side by side with regular first-runs in Allentown, presumably. Now, of course, it does not necessarily follow that the drive-in will get the product it may seek. Under competitive bidding, it may or it may not. But this is not the significance of the injunction which Judge Kirkpatrick has granted. The significance rests in the fact, that, as of now, a Federal court has determined a drive-in theatre occupies the same trading position as its competitor, or competitors, in the conventional theatre field.

Exhibitors throughout the United States will be greatly interested.

■

There will be widespread interest, as well, in Kirkpatrick's comment:

"I am of the opinion that a restraint of commerce in the distribution of motion pictures, which is imposed as a result of the adoption of a general policy, implemented by a system of clearances intended to operate uniformly throughout the entire field of exhibition and wholly to supress a new form of competition, is an unreasonable restraint, and I hold that these defendants, in imposing such a restraint, are violating the anti-trust laws."

■

What it boils down to is this: A Federal judge in Baltimore recognizes the distributor's right to pick his own customer—established or otherwise—and rejects litigation penalizing the distributor for so doing.

By granting a drive-in the right to negotiate for first-run product, side by side and blow by blow with the conventional theatre, a Federal judge in Philadelphia appears to rule there is no such animal as the established customer.

■

If this bewilders, you're right. If you want company, you've got plenty. The sales managers are rather nicely mixed up, too.

It is becoming ever more apparent that set rules of business procedure will continue an illusory thing as long as the existing level of anti-trust litigation flourishes. Time, effort and endless money are being devoured and an industry's strength is being sapped.

It's a spectacle sad and fruitless to behold.

MacMillen Will See Johnston on 'Twist'

An appeal of the Production Code Administration's refusal to grant a PCA seal to J. Arthur Rank's "Oliver Twist" will be the subject of a conference to be held this morning by William C. MacMillen, Jr., ELC president, and Motion Picture Association of America president Eric Johnston.

PCA Administrator Joseph I. Breen has not formally notified ELC of the code seal turndown, but has notified the Rank Organization.

Canadian Industry Meets on Controls

TORONTO, Dec. 4.—The second annual sessions of the Motion Picture Industry Council of Canada and of the National Committee of Motion Picture Exhibitors Association of Canada opened at the King Edward Hotel here today for discussions on public relations, prospective government controls and cooperative trade measures.

The Industry Council meeting with J. J. Fitzgibbons presiding got under way after the Dominion government announced a ban on the use of steel for non-essential construction, including theatres. It was also learned that the restrictive provisions prohibit the erection of any marquees or advertising signs on new or old theatres, effective Jan. 1.

Morris Stein, of Famous Players Canadian, was elected chairman.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KING SOLOMON'S MINES"
DEBORAH KERR - STEWART GRANGER
RICHARD CARLSON
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
SPECTACULAR STAGE PRESENTATION

Betty HUTTON in Fred ASTAIRE
LET'S DANCE
COLOR BY Technicolor
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON
NAT 'KING' COLE AND HIS TRIO
JIMMY DORSEY AND HIS ORCH.
Plus MICKEY DEEMS
Plus THE TONG BROS
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

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RKO

MEETS THE CHALLENGE OF 1951...

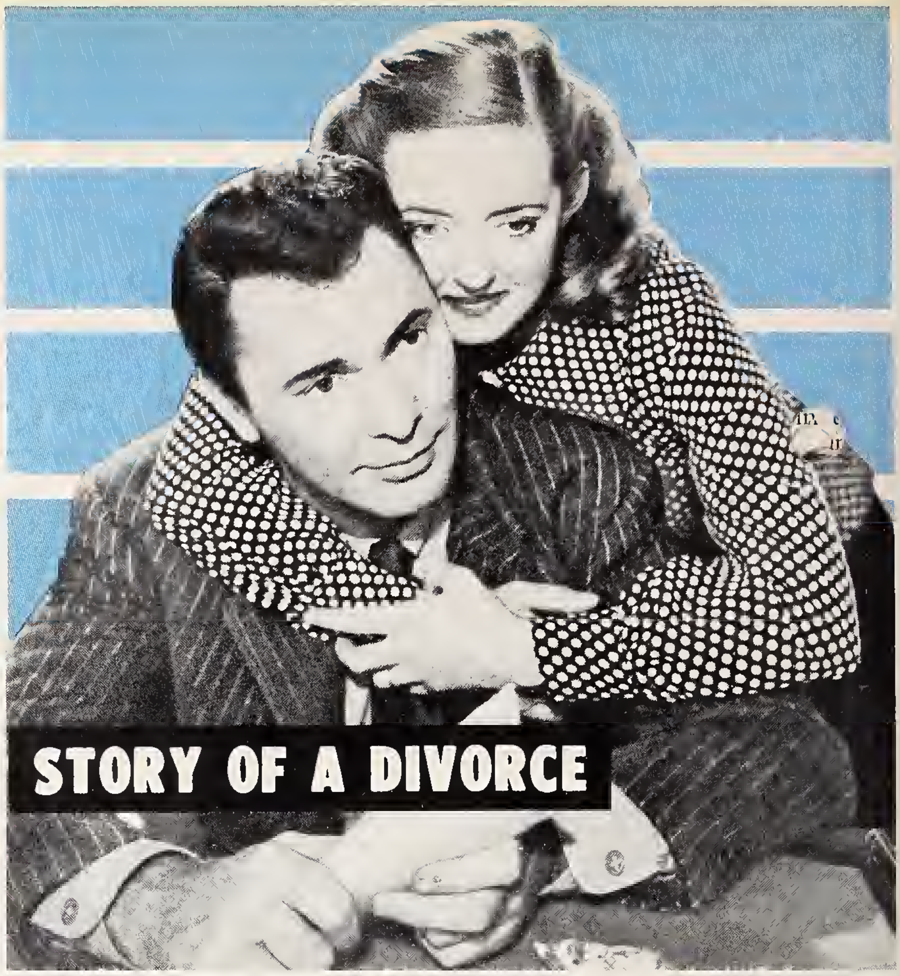
RKO
RADIO
PICTURES

with top product for every showdate of the year...January through December...

AND HERE IT IS!...

HIS KIND OF WOMAN

The perfect action-romance story for **ROBERT MITCHUM** and **JANE RUSSELL.** A John Farrow Production, with **VINCENT PRICE, TIM HOLT** and **CHARLES McGRAW.** Produced by Robert Sparks. Directed by John Farrow.



STORY OF A DIVORCE

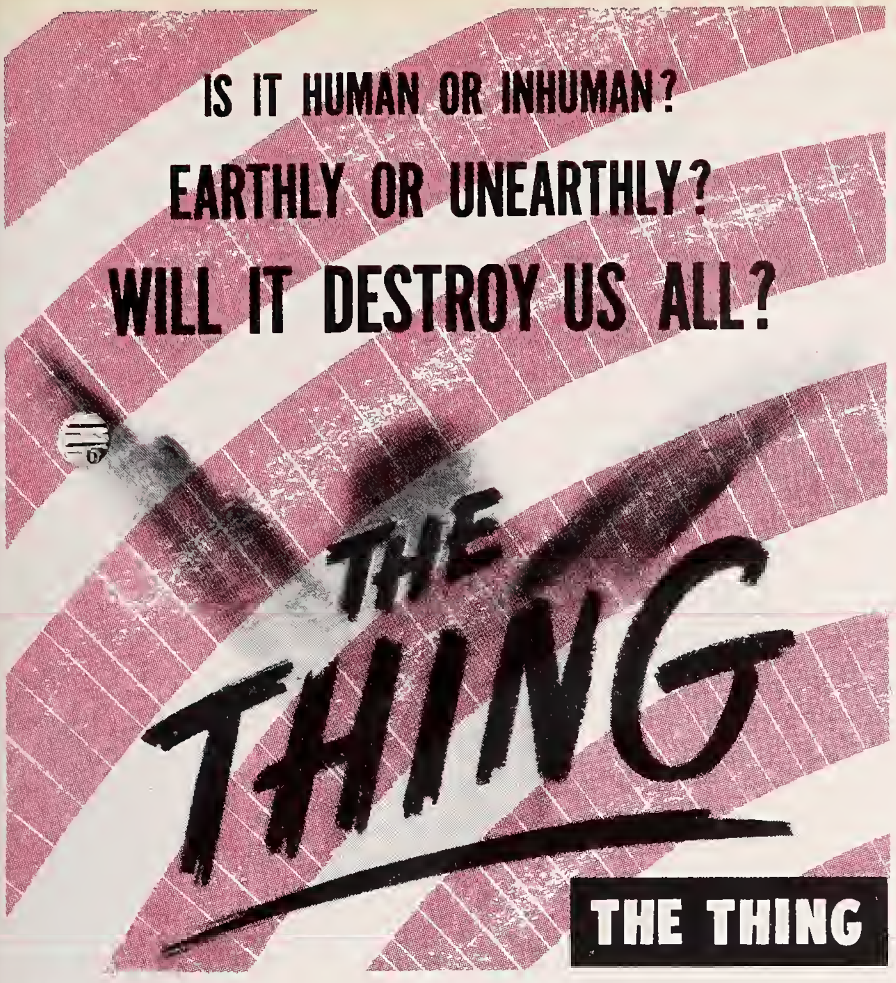
Jack H. Skirball and Bruce Manning present **BETTE DAVIS** and **BARRY SULLIVAN** in a powerhouse family drama, with **JANE COWL, KENT TAYLOR, BETTY LYNN.** Produced by Jack H. Skirball. Directed by Curtis Bernhardt.

THE COMPANY SHE KEEPS

Striking drama of a girl prisoner and of life "outside", starring **LIZABETH SCOTT, JANE GREER** and **DENNIS O'KEEFE.** Produced by John Houseman. Directed by John Cromwell.

GAMBLING HOUSE

VICTOR MATURE, TERRY MOORE, WILLIAM BENDIX in high-tension action melodrama. Produced by Warren Duff. Directed by Ted Tetzlaff.


IS IT HUMAN OR INHUMAN?
EARTHLY OR UNEARTHLY?
WILL IT DESTROY US ALL?
THE THING
THE THING

Showmanship at its exciting peak! A fearsome, thrilling, out-of-this-world exploitation special! Players to fit hitherto unheard-of roles! Produced by star-maker Howard Hawks. Directed by Christian Nyby. A Winchester Production.

THE GAUNT WOMAN

DANA ANDREWS, CARLA BALENDA, CLAUDE RAINS in the exciting sea-spy and romance melodrama made from the best-selling novel and Saturday Evening Post serial by Edmund Gilligan. Produced by Warren Duff. Directed by Alfred Werker.

TARZAN'S PERIL

First of the famed Tarzan pictures to be filmed on actual location in the heart of wildest Africa itself. **LEX BARKER, VIRGINIA HUSTON, CHEETA** and others in the Sol Lesser Production directed by Byron Haskin.

IT'S ONLY MONEY

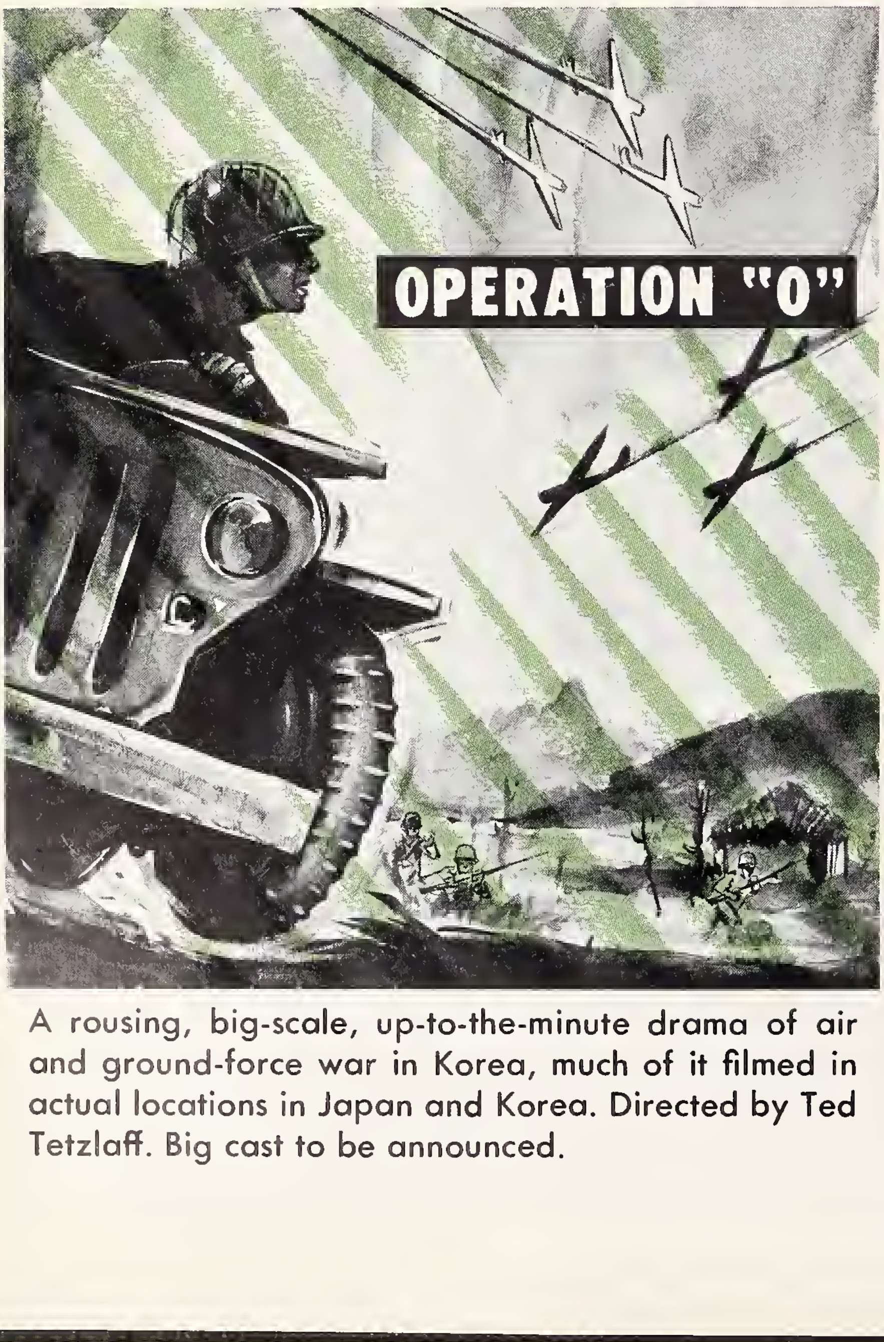
Down-to-earth comedy with up-in-the-sky songs. Starring **FRANK SINATRA, JANE RUSSELL, GROUCHO MARX.** Produced by Irving Cummings, Jr. Directed by Irving Cummings.

MY FORBIDDEN PAST

Dark deeds and sultry romance in old New Orleans. Starring **ROBERT MITCHUM, AVA GARDNER, MELVYN DOUGLAS,** with **LUCILE WATSON, JANIS CARTER.** A Robert Sparks-Polan Banks Production. Directed by Robert Stevenson.

BEST OF THE BADMEN

A highest-bracket Western in color by Technicolor. Starring **ROBERT RYAN, CLAIRE TREVOR, JACK BEUTEL, ROBERT PRESTON, WALTER BRENNAN.** Directed by William D. Russell. Produced by Herman Schlom.

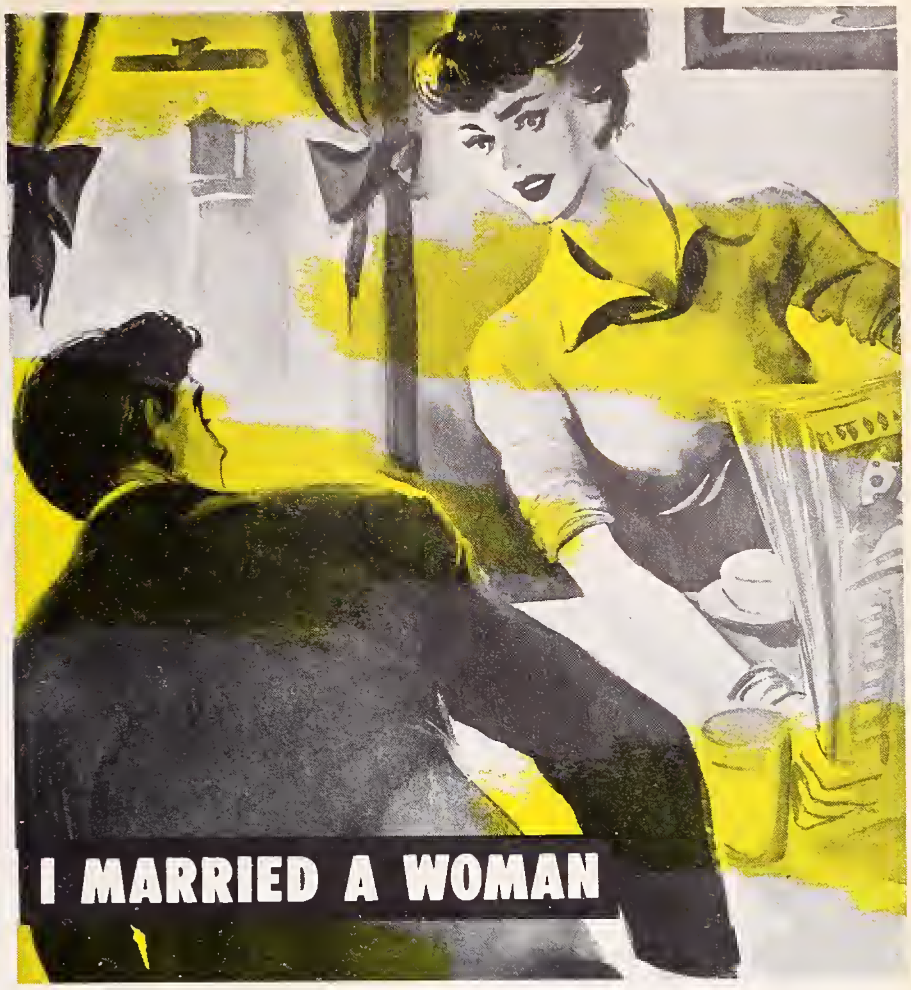


A rousing, big-scale, up-to-the-minute drama of air and ground-force war in Korea, much of it filmed in actual locations in Japan and Korea. Directed by Ted Tetzlaff. Big cast to be announced.

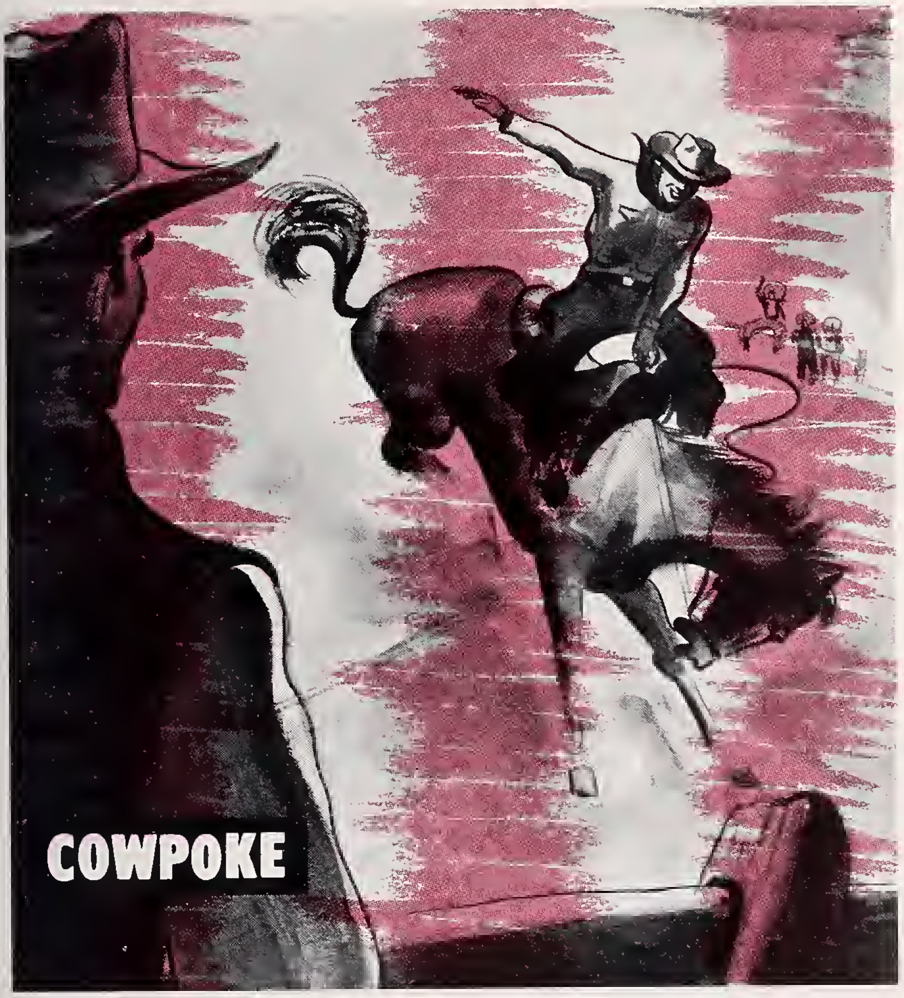
Olympic Productions, Inc., presents a crackling mystery melodrama starring **DICK POWELL** and **RHONDA FLEMING,** with **RICHARD ERDMAN, WILLIAM CONRAD, REGIS TOOMEY, JEAN PORTER.** Produced by Sam Wiesenthal and W. R. Frank. Directed by Robert Parrish.

SONS OF THE MUSKETEERS

Fiery romantic adventure at its Technicolor best. Starring **CORNEL WILDE, MAUREEN O'HARA,** with **ROBERT DOUGLAS, GLADYS COOPER, BLANCHE YURKA.** Produced by Jerrold T. Brandt. Directed by Lewis Allen.



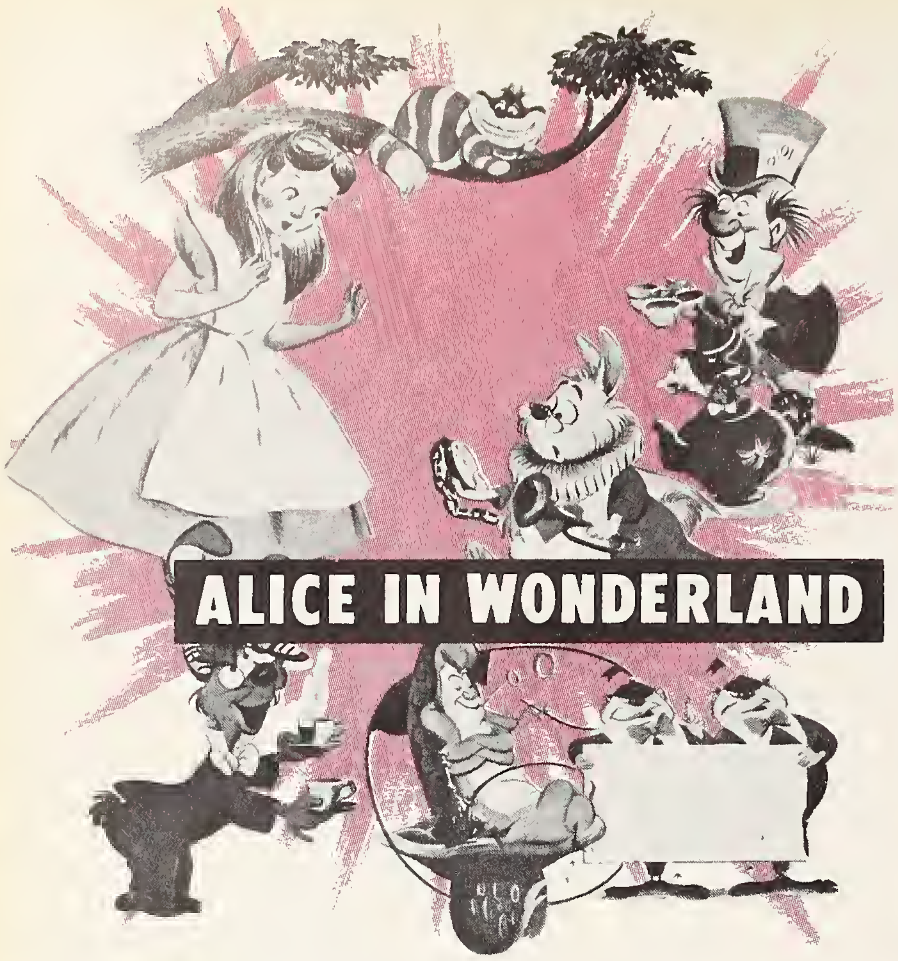
The man who thought he was marrying an "angel" married just a woman! Bright, modern romantic comedy from the brilliant pen of Goodman Ace, famed wit and master of smart husband-wife repartee.



The screen's first big drama of the cowboy of today! Rodeo realism plus the life-drama of a man fighting for his place in a changing world. A Wald-Krasna Production. Directed by Robert Parrish.

MOTHER OF A CHAMPION

The Filmakers uncover the inside drama of big-time tennis. **CLAIRE TREVOR** and **SALLY FORREST** starring in an Ida Lupino Production. Produced by Collier Young. Directed by Ida Lupino.


ALICE IN WONDERLAND

WALT DISNEY'S triumph! All-cartoon musical comedy, with the voices of **ED WYNN, JERRY COLONNA, STERLING HOLLOWAY, RICHARD HAYDN, KATHRYN BEAUMONT.** Color by Technicolor.

Adventure in the wickedest corner of the Orient. **ROBERT MITCHUM, JANE RUSSELL, WILLIAM BENDIX, THOMAS GOMEZ, GLORIA GRAHAME** in a blast of action produced by Alex Gottlieb. Directed by Josef Von Sternberg.

LET'S SEE THE GIRLS

Technicolor, music and songs, girls, big-time show personalities—a glittering world of headline entertainment merry-go-rounding the glowing heart and soul of the USO. A Wald-Krasna Production.

THE BIG SKY
A Novel by
A.B. GUTHRIE, Jr.
THE BIG SKY

Winchester Productions' wide-as-the-West picturization of A. B. Guthrie's Book-Of-The-Month Club best seller. The crimson drama of the upper Missouri River frontier in 1830. Howard Hawks, Producer-Director.

JOHN WAYNE, JANET LEIGH, with **JAY C. FLIPPEN** in a terrific, timely, Technicolor blending of action and romance, including most exciting air action ever filmed. Producer, Jules Furthman. Director, Josef Von Sternberg.

EXCLUSIVE MODEL

A feast of fashion and beauty, with the most beautiful models of all nations, in the romance of a young woman buyer footloose in the smartest style-salons of Paris. A Wald-Krasna Production. Color by Technicolor.

HIGH FRONTIER

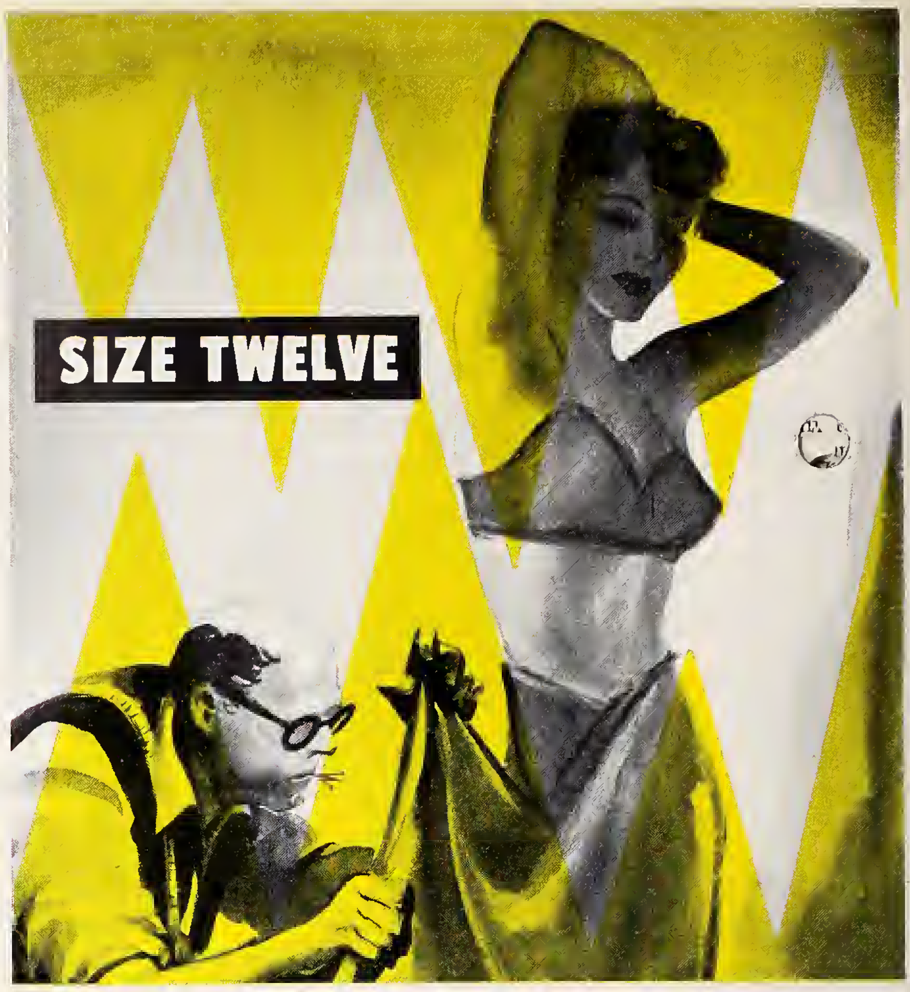
The roaring story of the B-36 bombers and their readiness to take off for anywhere to deliver one or more A-Bombs. A thrilling action epic of America on the alert. Producer, Robert Sparks.

MONTANA BELLE

JANE RUSSELL and **GEORGE BRENT** in a Trucolor Western with sizzling dance-hall and outdoor action. With **SCOTT BRADY, FORREST TUCKER, ANDY DEVINE.** Produced by Howard Welsch. Associate Producer, Robert Peters. Directed by Allan Dwan.

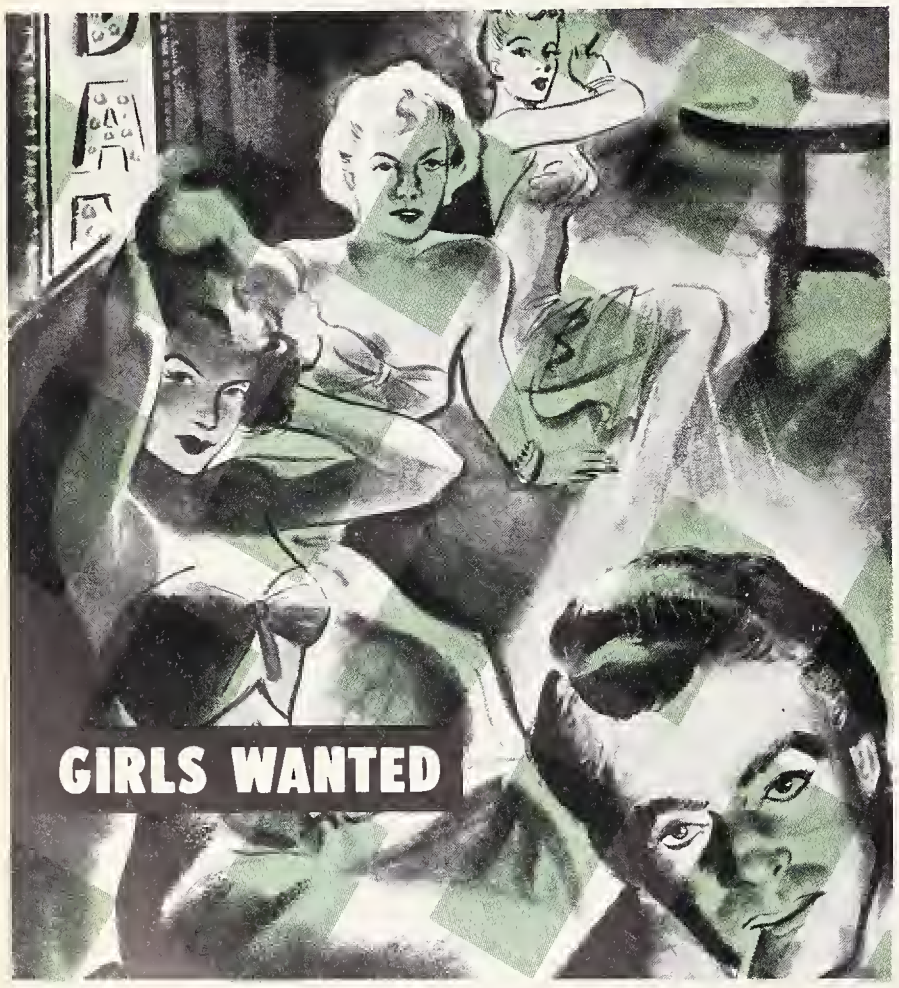
FLYING LEATHERNECKS

The stirring, dramatic saga of U.S. Marine flyers. **JOHN WAYNE, ROBERT RYAN, DON TAYLOR, WILLIAM HARRIGAN** in a skyful of action directed by Nicholas Ray. An Edmund Grainger Production. Color by Technicolor.



SIZE TWELVE

Comedy-drama of the models who pose for the ads in the slick fashion magazines, told midst the glamorous and hectic world of photo studios, smart shops and tinsel cafe society. A Wald-Krasna Production.



GIRLS WANTED

Dramatic realism! Gasping revelations! The truth about public dance halls, screened from the first-hand account of a boy and girl who lived the life to give it to you—straight! A Wald-Krasna Production.

TWO TICKETS TO BROADWAY

TONY MARTIN, JANET LEIGH, ANN MILLER, EDDIE BRACKEN, SMITH & DALE already at work. More big names on the way. Ten tunes; big dance numbers for the peak Technicolor musical. Directed by James V. Kern.

(This product announcement subject to change of pictures, titles and release dates.)

Building Ban Enforcement Coming Soon

Washington, Dec. 4.—Exhibitors building in violation of the government's construction limitation order can expect trouble shortly after the first of the year.

That is the time the National Production Authority expects to really begin enforcement of the limitation order. So far, there has been practically no enforcement, NPA being busy building up a compilance staff. By the end of the year, the agency now figures that the staff will be ready to get to work.

Exhibitors violating the order will probably just get a warning the first time, but then government officials will keep a close check on those projects to make sure the warning is heeded.

The Authority is now at work drawing up a list of "non-essential" items, with a view to banning use of scarce metals for these items, it was learned. No details are available as to what is on the list, or in what order of "non-essentiality" the various items are classified. NPA officials said that an order might be issued by the end of the year banning use of scarce materials in items considered to be the least essential.

NPA officials admit that the job of enforcing the construction order is a major headache, and that it presents almost impossible problems. As of now, their leads on illegal building are coming from two main sources: municipal authorities and competitors of firms building in violation of the law. The idea behind the latter complaints is that a businessman sees an easy way of nipping potential competition in the bud merely by tattling to the government that in the new firms started building after the limitation order went into effect or is spending more than the $5,000 allowed to improve and modernize.

Several exhibitors have already "squealed" on other theatre owners, according to one NPA source. NPA hopes to place more and more reliance on these "tattletales" for enforcing the construction control order.

Rembusch, Sullivan Aid 'Brotherhood'

Trueman Rembusch, Allied States president, and Gael Sullivan, executive directors of TOA, has been named Brotherhood Week chairman of their respective exhibitor organizations, it was stated yesterday by Max E. Youngstein, chairman of advertising and publicity of the motion picture division of the National Conference of Christians and Jews. Sullivan served in the same capacity last year, while the post is a new one for Rembusch.

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, yesterday declared his support.

Promote R. T. Kemper

Buffalo, Dec. 4. — Richard T. Kemper has been appointed zone manager of Dipson Theatres for Buffalo, Rochester, Batavia, Jamestown, Olean, and Hornell, N. Y., and Bradford and Erie, Pa.

Walter Immerman, B. and K. V-P, Dies

Chicago, Ill., Dec. 4.—Walter Immerman, 58, vice-president and general manager of Balaban and Katz, died yesterday of a heart attack while returning by auto from his home in McHenry, Ill. Services will be held at 10 A.M. on Wednesday at Holy Name Cathedral.

Immerman had been with B. and K. for more than 25 years. He was manager of the Chicago Theatre in 1928, and from 1928 to 1930 he handled the firm's interests in Detroit film houses. He was named vice-president of the company less than a year ago when a Federal court order forced Paramount Pictures and B. and K. to split up.

Immerman was on the board of directors of the Larabida Jackson Park Sanitarium, a member of the Variety Club of Illinois, of which he was chief barker in 1948.

Services Tomorrow For McGuinness

Services for James K. McGuinness, 57, who died of a heart attack in his hotel room here yesterday, will be held tomorrow at 11 A.M. at St. Patrick's Cathedral. He had been in New York for the past two weeks from the Coast.

McGuinness, who has been producing independently was on the executive staff at the M-G-M studio for many years. He entered the industry, following a newspaper and magazine career as a sports writer and columnist, with 20th Century-Fox as a writer. McGuinness wrote the screenplay for "Rio Grande," a Republic picture now playing at the Mayfair here.

The widow, two sisters and a brother survive.

Hold Funeral for Rufus LeMaire, 55

Hollywood, Dec. 4.—Funeral services for Rufus LeMaire, 55, stage and screen producer, were held at Wilshire Boulevard Temple today. He died Saturday night in Cedars of Lebanon Hospital of a stroke.

For the past five years, LeMaire a production official at the Universal-International Studio. He came to Hollywood shortly after the introduction of talking pictures as personal representative of the late George Arliss. He leaves a widow, two daughters, a son, and a brother.

Notis Komnenos, 52

Notis Komnenos, 52, formerly in charge of Skouras Theatres in New Jersey and associated with Skouras interests for the past 22 years, died yesterday at the Medical Center, Jersey City.

$1,500,000 to New Ross-Stillman Firm

Hollywood, Dec. 4.—Following the formation of Ross-Stillman Productions, by Frank Ross and John Stillman, Jr., it was announced that John Stillman, Sr., would provide $1,500,000 for working capital.

John, Jr., was associated with his brother, Robert on latter's "Queen for a Day" and "Sound Fury." Ross's last work was Warner's "Flame and Arrow."

Ind. Allied Against Joining NSS Suit

Indianapolis, Dec. 4.—Allied Theatre Owners of Indiana is opposed to its members joining the Philadelphia anti-trust suit against National Screen Service and is in favor of the "round-table" method of negotiating complaints.

"We in Indiana have always been able to take our problems and complaints to NSS officials and get their serious consideration," the organization's membership bulletin asserts. "We cannot forget that men like George Dembow and William Brenner traveled to Indianapolis and sat around the table and discussed complaints with an ATOI exhibitors' committee.

"Secondly, we believe that we were met at least half way on those things that most needed attention and that there has been a continuing effort to compromise on the problems that have been brought to NSS since that time," the association's bulletin says.

Line-up for Rogers Drive Here Is Set

The five-hour entertainment line-up for this Saturday night's show for the Times Square All-Star Christmas Parties was presented by Bob Shapiro, entertainment chairman, of the Will Rogers Memorial Hospital Fund, at a coordinating committee meeting. The meeting chairman was Irving Lesser.

To appear will be the following: Stage shows of all Broadway presentation houses. Also, the following stars: Jimmy Durante, Jean Carroll, Dean Martin, Jerry Lewis, Frank Fontaine, Eugenie Baird, Eddie Fisher, Bill Farrell, Thelma Carpenter, Ames Brothers and Phil Silvers.

COMPO Distributing Hollywood Story

A 12-part newspaper series entitled "Bridegroom in Hollywood" has been prepared by Dick Pitts, COMPO editorial director, for placement with newspapers throughout the country.

Copies of the series are being serviced to every COMPO exchange area representative with the idea of their obtaining local and regional publication. Pitts, former motion picture editor of the Charlotte (N.C.) *Observer*, made the visit to Hollywood on which the series is based four days after his marriage last summer. COMPO officials feel the series will be a valuable contribution to industry public relations in correcting much unfavorable Hollywood publicity and by contributing constructive new information concerning the production community.

Set Ampa Christmas Party for Dec. 21

Reservations for the Associated Motion Picture Advertisers' annual Christmas party, to be held Dec. 21, in the Hotel Piccadilly here, are now being accepted.

Reservations can be made by contacting Marjorie Harker of The March of Time. In conjunction with the announcement, AMPA president Harry K. McWilliams urged members to begin collecting door prizes.

H. G. Morison Is New Chief Of Anti-Trust

Washington, Dec. 4.—Appointment of a new head of the Justice Department's anti-trust division probably will not affect work on the Warner consent decree but may help speed work on the 20th Century-Fox decree, it is believed here.

Attorney General McGrath announced that H. Graham Morison, former assistant attorney general in charge of claims, has been named by President Truman as the new assistant attorney general in charge of anti-trust activities. This division has been without a permanent chief since Herbert A. Bergson resigned on Sept. 30.

The reason Morison's appointment probably will not affect the Warner decree is that he is now on leave as acting general counsel of the Economic Stabilizatoin Agency and will not take over his new Justice Department job for three weeks to a month. By then, Justice officials hope, the Warner decree will be signed, sealed and out of the way. They expect, however, that the 20th-Fox decree will still be kicking around and that Morison's taking over will make for an earlier settlement on this one.

Morison has been with the department for about five years, achieving his greatest reputation as the prosecutor of both the government's suits against John L. Lewis and his striking United Mine Workers. He was in the Marine Corps during the war and before that practiced privately with the law firm headed by the late Wendell Willkie and as assistant counsel of the War Production Board.

Another change announced by McGrath promoted Holmes Baldridge to Morison's former job as head of the claims division. Baldridge has been head of the anti-trust division's general litigation session and has been one of the officials overseeing the film cases and such related suits as the one filed last year to split Western Electric from A. T. and T.

Municipal Vote on Ticket Tax Is Due

Washington, Dec. 4.—The American Municipal Association opened its annual convention here today, but will not pass its expected resolution on the admission tax until Wednesday.

At a morning "resolution session," the conference is expected to go on record in favor of repeal of the admission tax so that states and cities can step in, or at least a "credit" plan whereby a 20 per cent admission tax would be the combined Federal-state-local tax on theatre tickets, with the states and localities getting first crack and the Federal government getting whatever is left over.

Shaindlin to Do Music

Jack Shaindlin has been signed as musical director for the new Louis deRocemont film, "The Whistle at Eaton Falls," which Columbia Pictures will release. The film is under direction of Robert Siodmak and stars Lloyd Bridges and Dorothy Gish.

National Pre-Selling

PARAMOUNT will distribute more than 250,000 heralds to help put over its Western New York premiere of "Let's Dance." More than 50,000 were used in Buffalo, and these were distributed by Stattler's department store, largest in the area. This was a three-way tieup with a local dance studio. An additional 200,000 will be used in Hornell, Rochester and some 50 other Schine situations where "Let's Dance" has been booked. The company is also using 24-sheet stands and television spots.

•

Feature article in the Dec. 19 issue of Look, *next on the stands, will be "In a Little Spanish Town with Ava Gardner," including five pages of location shots during the filming of "Pandora and the Flying Dutchman" in a Mediterranean fishing village and winding up with a full-page, full-color portrait of the star in somewhat more formal dress. The issue will include a review of "The Jackpot" with three pages of stills and carries a cooperative ad page for Warner's "Captain Horatio Hornblower" with the sponsorship of Jergens Lotion and a full-page advertisement for "American Guerilla in the Philippines" from 20th Century-Fox.*

•

A cooperative newspaper ad sponsored by Child's Restaurants publicized Betty Hutton and her new Paramount picture in the *New York Daily News, Herald Tribune, New York Post* and the *Journal-American,* with a total circulation of 4,200,000 readers. The 1,000-line ad, entirely paid for by Child's, ran the day before the picture opened at the Paramount here. In addition, the restaurant chain distributed 4,000 table cards and displayed life-size blow-ups of Betty Hutton.

•

The December issue of *Good Housekeeping,* under the department heading, "Assignment in Hollywood," reviews "All About Eve," "Trio," "The West Point Story," "Breakthrough," "The Magnificent Yankee," and "For Heaven's Sake." The magazine carries "Picture of the Month" advertising from M-G-M, opposite the table of contents and a full-page from Warner on "The West Point Story."

•

Eagle Lion Classics' premiere of "Prehistoric Women" in Milwaukee has been followed with a fashion caravan, visiting such places as Pillsbury Mills, General Mills, etc., to demonstrate "Fashion Thru the Ages from Pre-historic Women to Today." In Milwaukee, a "Fashion Cavalcade" with 30 models was supported by newspaper coverage and radio appearances. Leon Brandt, director of advertising, publicity and exploitation, reports pre-selling on this subject.

•

Full color ad pages in the March issues of *Good Housekeeping, Ladies Home Journal* and *True Story* will promote 20th Century-Fox's "The Scarlet Pen," with "plugs" for Linda Darnell in a Lux Flakes tieup. In addition, *Woman's Day* for April, March issues of *This Week* and the New York *Sunday News,* will also carry the copy which was set with Lux through the J. Walter Thompson agency.

Strict Neutrality on U.S., Soviet Films

Washington, Dec. 4. — India, which has been following a policy at the United Nations of fairly-strict neutrality between the Soviet Union and the United States, has carried the same attitude into motion pictures. The Indian government has laid down a policy that no Russian films will be shown that are anti-American and no American films that are anti-Russian.

Among U. S. films recently banned under this policy were "The Red Danube" and "The Conspirators."

Rack Up Another Ill. Anti-Trust Suit

CHICAGO, Dec. 4.—The independent Eagle Theatre here has filed a $342,000 anti-trust suit against John Samadalis and John Manta, circuit owners; the plaintiff's landlords, Balaban and Katz, and Paramount, Warner, Loew's, 20th-Fox, RKO, Columbia, Universal, and United Artists.

The Eagle, leased on a yearly basis, claims it was deprived of suitable product since 1932, but asks damages for only the last 10 years. Inability to secure suitable product was the direct result of a conspiracy between the landlords and the majors, Morris C. Zimmerman, Eagle lessee, charges.

Zimmerman's complaint says he was able to secure product only after its value had been exhausted by rival houses, the Milda and Ramova, both owned by his landlords, and that if he had entered the competitive market, his year-to-year lease would have been suspended.

Paramount has started the ball rolling on a stepped-up program of promotion for short subjects, according to Oscar A. Morgan, short subject sales manager. A letter has been sent to each division manager with reference to a mailing piece on "Fiesta Time," which will be angled towards pre-selling for the exhibitor at the point of sale.

•

Both Life *and* Look *will give Universal's "Harvey" an unprecedented build-up when both magazines feature layouts of picture and editorial matter in their issues of Dec. 5, which have an estimated readership of more than* 30,000,000 *and will be on the newsstands this week. "Harvey" will have its world premiere at the Astor Theatre here on Dec. 20 as a benefit for the New York Heart Association.*

•

Earle Evans, Metro exploiteer in New Orleans, worked up the "Keepsake" diamond ring tieup for "King Solomon's Mines" with the *New Orleans Item,* promoting the contest as a cooperative gesture. Over 2,000 lines of space resulted.

•

A wide variety of books, pamphlets and other material giving tips on how to play better golf will be released by publishers in time to tie in with the promotion of "Follow the Sun," 20th Century-Fox's story of Ben Hogan. It is estimated that 10,000,000 *of the nation's golfers will be reached by the publications. The picture is scheduled for release in March.*

—WALTER BROOKS

Exchange Pact Talks Continue Here

Negotiations are continuing here between IATSE representatives and a distributors committee in connection with the union's bid for new contracts to cover some 6,000 film exchange workers in 32 cities. The contracts expired on Dec. 1, but it is traditional practice in the "IA" that if a contract terminates while talks for the new contract are still going on, the old contract invariably is continued in effect until such time as a new agreement is reached.

The negotiations opened here a few weeks ago. Thomas J. Shea, assistant to "IA" international president Richard F. Walsh, heads the union group of negotiators, while Joseph E. McMahon of Republic is chairman of the distributors' negotiating committee.

Book Telenews in 60 British Houses

LONDON, Dec. 4.—Sidney L. Bernstein, whose abrogation of newsreel contracts on the ground they had no entertainment value has become the subject of legal proceedings, has booked Telenews into his 60-theatre Granada circuit. The U. S. reel is called the International Review.

Telenews has formed part of the program at the Monseigneur group of London newsreel theatres for the past four years. Alfred Tunwell, Telenews distributor here, says master prints must be flown from the U. S. Processing and editing is handled at the National Screen Service London plant.

The action against Bernstein for his previous cancellation of newsreels is now awaiting an appeal to the House of Lords.

Trade Practices for Television Planned

WASHINGTON, Dec. 4.—Robert C. Sprague, president of the Radio-Television Manufacturers Association, has appointed a trade practice conference committee in anticipation of a fair trade practice conference for the television industry before the Federal Trade Commission.

The RTMA board of directors has approved a recommendation of the set division executive committee's that the application be made to the Federal Trade Commission. The fundamental objective of the conference will be to extend and apply the Trade Practice Rules for the radio manufacturing industry, promulgated June 22, 1939, to the television manufacturing industry.

Atlas Corp. Owns 12% Of Disney's Stock

Atlas Corp. reports that its present holdings of Walt Disney Productions securities amounts to 12.22 per cent of the latter company's voting stock.

The Atlas total assets amount to $59,931,836, with cash and other receivables listed at $8,014,507.

Tenn. Town Gets Censors

NASHVILLE, Dec. 4.—Elizabethton is the first small town in this state to have a regular censor board, created as the result of an ordinance passed by the city council.

Six Chi. Theatres Ask Reorganization

CHICAGO, Dec. 4.—Petitions for voluntary reorganization and debt settlement have been filed in Federal Court here by six South Side theatres, the Ark, Midway, Woodlawn, Ray, Langley and Victory, and a combination bowling alley and tavern, the Victory Recreation Center.

The petitions involve four corporations having as mutual [illegible] president, Saul Lockwood, who [illegible]ibuted the theatres' financial difficulties to "the many factors which have hit us very hard this year, among them easy credit, television competition, as well as competition from other forms of entertainment, and some very bad weather."

The six theatres are asking that their creditors receive 50 per cent of their bills payable at five per cent a month beginning one year after the court's approval. The liabilities and assets of the companies will be filed in 20 days.

The four corporations are: Gollos Brothers, Inc., who operate the Ray, Langley (now closed) and Victory theatres and the Victory Recreation Center; the Ark Theatre Corp., operators of the Ark; Midway Theatre Corp., operators of the Midway; and Golbro Theatre, Inc., operators of the Woodlawn.

Coast's Film Council Scores WB Layoffs

HOLLYWOOD, Dec. 4. — Hollywood AFL Film Council issued an announcement that members in the regular weekly meeting today unanimously voted "condemnation" of the Warner studio for "shutting down production" as the Christmas holidays approach, thus reducing employment.

The announcement accused the studio of doing the same thing in the past three years and said the film council's urging that the studio arrange production to avert a necessity laying off of workers at holiday time has been unavailing.

Park Avenue Theatre Re-opens on Dec. 21

Re-opening of the Park Avenue Theatre, deluxe showcase again under the operation of its builder, Walter Reade, is scheduled for Dec. 21. The first bill will be the New York premiere of M-G-M's "Stars in My Crown," with an extended run in view. It will be followed by J. Arthur Rank's "The Blue Lamp," to be released in the U. S. by Eagle Lion Classics.

Reade resumed control of the theatre last Tuesday, when Universal-International surrendered the lease under which it had been operating for several years. Reade stated at that time that the theatre would be a first-run, and would play "the pick of the pictures from Hollywood."

Allied Views

(*Continued from page* 1)

the Justice Department at the end of the week.

The letters will add that Myers will be available any time to discuss Allied's stand.

Myers will leave tonight for Boston and the convention of the Independent Theatre Owners of New England.

Pre-Holiday Lag Affects Broadway First-Run Grosses

Broadway first-runs are feeling the effects of the usual pre-Christmas letdown as grosses begin to taper off. Two smaller houses, the Bijou and the Sutton, continue to do near-capacity business, with two-a-day run of "Cy[illegible]de Bergerac" at the former expected [illegible] gross $14,800 in its fourth week. "Trio" at the Sutton is still packing them in for an eighth week with $14,000 in sight.

Among the larger theatres the Paramount expects $77,000 for its first week of "Let's Dance," which is good business considering the general trend. Tommy Dorsey's band and the King Cole Trio are on stage. At the Roxy, "The Jackpot" has $60,000 due for a second week, which is barely adequate. "Breakthrough" at the Strand is ending a three-week stand with $30,000, a decidedly modest figure; "Highway 301" will open Friday.

Radio City Music Hall will open its special Christmas show, featuring the pageant, "The Nativity," and "Starbright," a stage show produced by Leonidoff, on Thursday with "Kim" as the film attraction. "King Solomon's Mines" closes an excellent four-week run tomorrow with $105,000 expected for the last week.

"Two Weeks with Love" is off at the Capitol from $54,000 in the first week to an estimated $38,000 for the second. "Never a Dull Moment" is estimated to take in $8,000 in its second week at the Rivoli, which is only so-so. "Harriet Craig" continues a slow pace at the Loew's State, with $14,000 looked for in its fifth week.

"Dial 1119," in its first week at the Globe, is expected to bring the box-office about $15,000, which is below average for an opening week. Another opener, "Women on the Run" is due for about $16,000 in its first week, also a bit below standard. At the Mayfair, "Rio Grande" will do an estimated $16,500 in a third week of a long run. "America Guerrilla in the Philippines" can be expected to rack up about $14,500 in a fifth week at the Astor.

Trading Quiet in Film Firm Stocks

WASHINGTON, Dec. 4.—Daniel M. Sheaffer, Universal Pictures Co. director, sold 1,800 shares of his firm's common in six separate transactions during October, leaving himself 907 shares, according to the Securities and Exchange Commission. The report covers trading by officers and directors of film companies between Oct. 11 and Nov. 10.

Leonard H. Goldenson, president of United Paramount Theatres, amended his July report to show that he had acquired 300 common certificates of interest, bringing his personal holdings to 400 common shares and 1,750 certificates, in addition to 250 certificates held jointly with his wife.

Frederick R. Ryan bought 500 shares of Republic Pictures $1 cumulative preferred, and now holds 1,200 shares of preferred and 800 common shares. William M. Girden sold 2,000 shares of Trans Lux Corp. common, one block of 1,500 shares and another of 500.

Reviews

"Kim"

(Metro-Goldwyn-Mayer)

THERE should be a waiting audience for "Kim." The fame of the character created in the sketches by Rudyard Kipling, that literary super-salesman of the British Empire, must be deeply imbedded in the minds and memories of countless numbers who now will have an opportunity to see the adventures about which they have read spring to life. It ought to be significant for showmen to know that this attraction was selected by Radio City Music Hall in New York for its holiday show.

The locale, of course, is India and the period is the late 80's when Russia, under the Czar, is hand and glove with disgruntled tribesmen in a plan to conquer India via the classic port of entry on the north—the famed and fabled Khyber Pass. British Army intelligence, gets wise and sets out to thwart the plot. This is accomplished principally through Dean Stockwell, who plays Kim, and Errol Flynn who plays Mahbub Ali, also known as "The Red Beard." But, as tall and as incredulous as it may be, it is young Stockwell who successfully carries off the bulk of the assignment.

This and other incidents in the "great game," as it is several times described, comprise the story out of Kipling out of the screenplay by Leon Gordon, who also produced; Helen Deutsch and Richard Schayer. Kim, as all must know, turns out to be the son of a British sergeant and, therefore a "sahib" whose duty is to Empress and Empire and whose life thereafter is fashioned in the schooling and the service to which his birthright is presumed to entitle him. It appears the British maintained a caste system in India, too.

Production-wise, "Kim" is a parade of ever-changing interest enhanced by arresting Technicolor. Many of the backgrounds were photographed on the sub-continent itself. Dramatic content, however, does not match eye appeal. Performances are of the surface variety with the possible exception of Paul Lukas, who plays the Buddhist holy man whom Stockwell befriends. The prototypes of the British Army officers are stiff-necked, unbending and valiant and honorable to a point of boredom. Flynn, in trappings indigenuous to the locale, has one tough time trying to look, or be, romantic. In fact, he has little to do and not much opportunity to do much with that little.

Victor Saville's direction is strictly pedestrian and leans toward over-extended footage and repetitive detail.

Running time, 113 minutes. General audience classification. Release date, Jan. 12.

RED KANN

"Durango Kid"

(Columbia)

SOLID Western film-fare followers can be expected for the most part to be satisfied with this newest of the "Durango" series, which follows a quite familiar pattern steering Charles Starrett and "Smiley" Burnette along the road to foil an outlaw gang that is constantly trying to relieve the government of some of its gold. Colbert Clark produced and Ray Nazarro directed.

U. S. undercover men, Starrett and Burnette in foiling robberies of government gold shipments, discover that a fake government agent, Steve Darrell, is the man behind the plan. Darrell even goes to the extent of getting help from an Army captain by threatening his wife's safety. The villain manages to land Starrett in jail, but he escapes with the help of Burnette, rescues the captain and his wife, and brings the outlaws to justice without losing a single ounce of gold.

Performances in the Barry Shipman story are standard for the series. Shooting, hard riding and one-punch Starrett knockouts are very much in evidence. Others in the comparatively large cast are Lois Hall, Hank Penny, Slim Duncan, Fred Sears, Bob Wilke, Paul Campbell, Jock O'Mahoney, Bud Osborne, Charles (Chuck) Roberson, Pierre Watkin, Dick Wessel.

Running time, 55 minutes. General audience classification. December release.

"Revenue Agent"

(Columbia)

THE DEPARTMENT of Internal Revenue is the latest of the government agencies to come in for screen tribute. This modestly-made drama depicts in semi-documentary style the efforts of government agents to crack down on criminal tax evaders. The story moves along at a brisk pace but most of the melodramatics are of an obvious nature. There are no especially strong marquee names. Heading the cast are Douglas Kennedy, as the revenue agent, Onslow Stevens as the criminal mastermind, and Marge King, girl friend of the latter.

The screenplay, by William Sackheim and Arthur A. Ross, has a man murdered just as he is about to report a tax evasion case. Kennedy is assigned to the case and after some preliminary investigations he discovers that an outfit is smuggling gold bullion to Mexico where they sell it and deposit the money in Mexican banks under assumed names. The strategy Kennedy uses is to pretend to be "in the know" and demand a part in the lucrative activities. In time this disguise fails and Kennedy confesses to be a Federal agent. However, he pretends to be willing to be their henchman for a percentage of the loot. It is through this ruse that he is finally able to smash the gang. En route to this finale there are many close calls for Kennedy plus several rounds of fisticuffs and gunplay. Sam Katzman produced and Lew Landers directed.

Running time, 72 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

7 Variety Clubs Elect Officers For the New Year

The number of Variety Clubs which have elected officers for 1951 has been increased by seven.

In New Haven, Herman M. Levy, general counsel for the Theatre Owners of America, has been elected chief barker of Tent No. 31, Variety Club of Connecticut. Other officers elected are: Ben Simons, first assistant barker; George H. Wilkinson, Jr., second assistant; Henry Germaine, property master; Sam Germaine, dough guy. New directors are: George Weber, Harry F. Shaw, I. H. Levine, Robert Elliano, Sam Wasserman and Frank Meadows. Ray Wylie is retiring chief barker.

Leo Rosen, manager of Fabian's Mohawk and Saratoga, New York Upstate drive-ins, was elected chief barker of the Variety Club at Albany. Other officers chosen are: first assistant chief barker, Charles L. Dortic; second assistant, Harold Gabrilove; property master, Nate Dickman; and also doughguy, Nat Wining.

Tent No. 7, Variety Club of Buffalo, has elected the following directors: Harry Berinstein, Harry L. Berkmon, John G. Chinell, James H. Eshelman, Jack Grood, Robert C. Hayman, Charles B. Kosco, Jack Mundstuck, William P. Rosenow, Richard D. Walsh and Murray Whiteman. The following have been named delegates to the national convention: Art Bailey and Robert C. Hayman. Whiteman, who has been first assistant chief barker of Tent No. 7, has been elected chief barker by the new board. Other new officers are: Chinell, first assistant chief barker; Eshelman, second assistant; Walsh, secretary, and Hayman, treasurer.

Schwartz Re-elected

Vance Schwartz was reelected chief barker of the Cincinnati Variety Club, Tent No. 3. Jack Finberg was retained as first assistant chief barker, and Saul Greenberg succeeds himself as property master. Other officers are: Mel Martin, second assistant chief barker, and William Onie, dough guy. The crew, in addition to the officers, consists of William Bien, Harry Hartman, Robert McNabb, Joseph Rosen, Rube Shor and Louis Wiethe, plus past chief barkers L. F. Bugie, Irving Sochin and Allan S. Moritz. Onie and Noah Schecter were named delegates to the international convention, with Maurice White and Shor as alternates.

San Francisco's Tent No. 10 elected the following: Thomas O. McCleaster, chief barker; Claude McKean, first assistant; William A. Carroll, second assistant; Earl Herndon, property master; Ted L. Mendelssohn, doughguy; canvassmen: Herman Black, W. K. Embleton, Burdette Peterson, A. R. Blocher, A. J. Gelman and Howard Rutherford.

In Boston, the Variety Club of New England, Tent No. 23, elected Robert M. Sternburg and Harold Stoneman national delegates, with Murray Weiss and Joseph Cifre named alternates.

Cleveland's Abe Kramer has been elected Variety Club chief barker for that city. Other officers are: Jerome Wechsler, first vice-president; Alfred A. Sunshine, second vice-president; Nat Barach, secretary; I. J. Schmertz, treasurer.

M-G-M's TECHNICOLOR GIANT!

"KING SOLOMON'S MINES"

VARIETY HEADLINES
(From just one issue, Nov. 29th)

"Terrific!" —Seattle
"Giant!" —St. Louis
"Tall!" —Chicago
"Terrific!" —Portland
"Solid!" —Providence
"New High!" —Frisco
"Big!" —Pittsburgh
"Wham!" —Boston (2 theatres)
"Big 2nd Week!" —N.Y.
"Wow!" —Baltimore
"Sock!" —Louisville
"Smash!" —Kansas City
"New High!" —Omaha
"Smash!" —Philadelphia
"Great!" —Los Angeles
"Record!" —Detroit

SENSATIONAL!

Despite worst weather in years, Gold-mine biz in First 109 cities!

NEXT TO CHAMP "BATTLEGROUND"!
TOPS "ANNIE GET YOUR GUN" By 15%!
TOPS "FATHER OF THE BRIDE" By 25%!
TOPS "ADAM'S RIB" By 27%!

OPPORTUNITY AT YOUR DOOR!

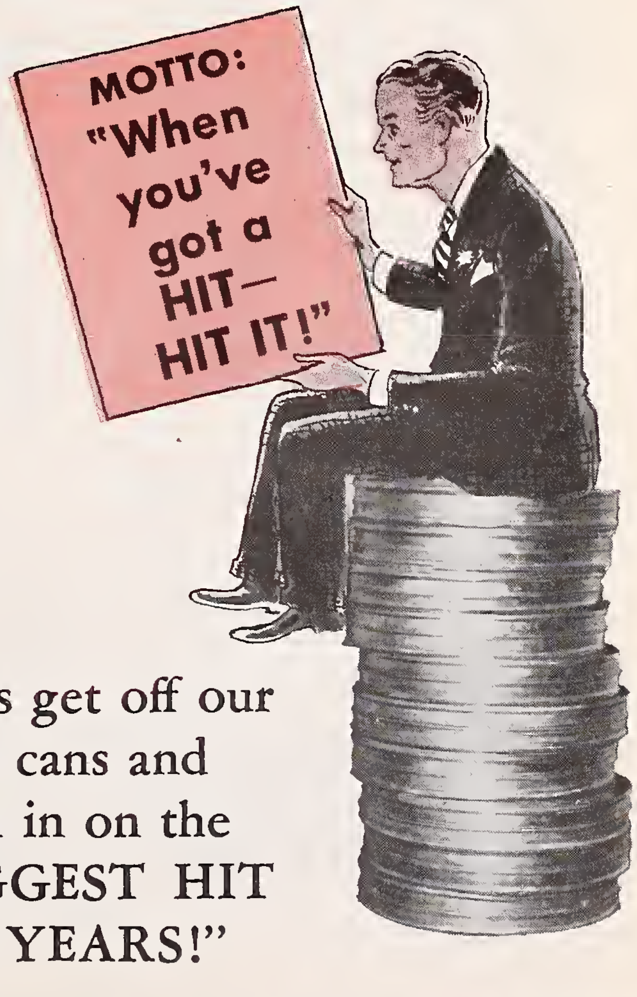
This can be your BIGGEST in years!

With typical M-G-M production daring M-G-M sent a whole company to Africa and filmed a mighty, spectacular Technicolor attraction.

"KING SOLOMON'S MINES" is paying off at the nation's box-offices!

M-G-M laid down an advance barrage that Film Daily describes as "one of the outstanding promotion campaigns in recent years."

We urge you who play this picture to exploit it to the skies! Experience in 109 cities shows that despite hurricane, storm and disaster this picture is a magnet! It's a circus for exploitation! The industry has been seeking such an opportunity! Let's go!


MOTTO:
"When you've got a HIT— HIT IT!"

"Let's get off our film cans and cash in on the BIGGEST HIT IN YEARS!"

M-G-M Presents
"KING SOLOMON'S MINES"
STARRING
DEBORAH KERR
STEWART GRANGER
with
RICHARD CARLSON
COLOR BY
TECHNICOLOR
Screen Play by Helen Deutsch
Based on the Novel by H. Rider Haggard
Directed by
COMPTON BENNETT and ANDREW MARTON
Produced by SAM ZIMBALIST

RKO Has 32

(Continued from page 1)

ganization, Edmund Grainger, Howard Hawks, Sol Lesser and other production affiliates. Samuel Bischoff will be executive producer of several.

The program will be the first to be distributed by the new RKO Pictures, to be split from the theatre company.

Tim Holt Westerns

As in the past, RKO's program will have a full complement of program features and Tim Holt Westerns.

Besides the previously-mentioned production affiliates, RKO will release pictures made by The Filmakers (Collier Young, Ida Lupino); Winchester Pictures (Howard Hawks, Edward Lasker); Olympic Productions (Sam Wiesenthal, W. R. Frank), and the Jack H. Skirball-Bruce Manning Co.

One of the major highlights of the program will be the release of "Jet Pilot," aviation film in Technicolor, made under the production guidance of Howard Hughes in the tradition of his "Hell's Angels." It stars John Wayne and Janet Leigh, under Josef von Sternberg's direction.

Samuel Goldwyn is now working on eight story properties. If satisfactory casting can be done, it is likely that his first production for 1951 will be "The Story of Hans Christian Andersen."

'Alice In Wonderland'

Another release of the new year will be Walt Disney's "Alice in Wonderland," all-cartoon musical featuring 10 new songs, with color by Technicolor, based on the Lewis Carroll book. It is scheduled for presentation early next fall. The voices of Ed Wynn, Richard Haydn, Sterling Holloway and Jerry Colonna will be identified with the Carroll creations of The Mad Hatter, The Caterpillar, The Cheshire Cat and The March Hare, respectively. The 12-year-old British-born Disney starlet Kathryn Beaumont will be the voice of "Alice."

Noteworthy is the fact that 75 per cent of the 1951 features are already completed, while the remainder are either before the cameras or in various stages of preparation," said a company statement.

These pictures are scheduled for early release:

"His Kind of Woman," in which Robert Mitchum and Jane Russell are brought together for the first time. Two songs are sung by Miss Russell.

"The Company She Keeps," starring Lizabeth Scott, Jane Greer and Dennis O'Keefe.

"Gambling House," starring Victor Mature, Terry Moore and William Bendix.

"Story of a Divorce," presented by Jack H. Skirball and Bruce Manning, starring Bette Davis and Barry Sullivan.

"Kon-Tiki," film record photographed by Thor Heyerdahl on his 4,300-mile voyage with five companions in a hand-made balsa wood raft from Peru across the Pacific. The book has become a best seller.

"Jungle Headhunters," in Technicolor, made in the course of the Lewis Cotlow Amazon expeditions through the South American jungles into the land of the headhunting, skull-shrinking Jivero tribe. "Kon-Tiki" and "Jungle Headhunters" are Sol Lesser and Thalia Productions' presentations.

"The Thing," a mystery, produced by Howard Hawks.

"Tarzan's Peril," first of the Tarzan jungle dramas filmed with actual African background, starring Lex Barker, with Virginia Huston.

"It's Only Money," musical, with Frank Sinatra, Jane Russell and Groucho Marx.

"My Forbidden Past," a Robert Sparks-Polan Banks production based on the Banks best seller "Carriage Entrance," starring Robert Mitchum, Ava Gardner and Melvyn Douglas.

"Best of the Bad Men," another of the Bad Men dramas, in Technicolor, starring Robert Ryan, Claire Trevor, Jack Buetel, Robert Preston and Walter Brennan.

"Mad With Much Heart," starring Robert Ryan and Ida Lupino with Ward Bond, Charles Kemper, Ian Wolfe; director, Nicholas Ray, based on a novel of the same title by Gerald Butler.

"The Gaunt Woman," sea-spy and romance drama starring Dana Andrews, Carla Balenda and Claude Rains from the Saturday Evening Post serial and best seller novel by Edmund Gilligan.

"Operation Q," big-scale, timely drama of the Korean War, depicting U.N. air and ground force activities there, filmed in Japan and Korea with the co-operation of military personnel.

"Cry Danger," mystery melodrama presented by Olympic Productions, starring Dick Powell and Rhonda Fleming.

"Mother of a Champion," Filmakers' dramatic expose of a little-known side of championship tennis, starring Claire Trevor and Sally Forrest. Directed by Ida Lupino.

"Sons of the Musketeers," romantic action adventure, with color by Technicolor, starring Cornel Wilde and Maureen O'Hara.

The newly-organized producing unit of Jerry Wald and Norman Krasna will be represented on RKO's 1951 list with six features.

"Cowpoke" is the first of the six, the story of a modern cowboy turned rodeo rider. The others are:

"Let's See the Girls," musical in Technicolor, presenting the story of the U.S.O.

"Exclusive Model," in Technicolor about the fashion salons of Paris.

"Girls Wanted," expose of public dance halls.

"Size Twelve," comedy drama of Manhattan models, written by Jerome Weidman, and,

"I Married a Woman," by Goodman Ace.

"Flying Leathernecks," about U.S. Marine flyers, in Technicolor, produced by Edmund Grainger. It stars John Wayne and Robert Ryan, with Don Taylor and William Harrigan.

"Two Tickets to Broadway," musical in Technicolor, songs by Jule Styne and Leo Robbin, starring Tony Martin, Janet Leigh, Ann Miller, Eddie Bracken and Smith and Dale, directed by James V. Kern, with Busby Berkeley creating and directing the dance numbers.

"Montana Belle," Trucolor Western, Jane Russell and George Brent.

"High Frontier," about the B-36s and A-Bombs, produced by Robert Sparks.

"Macao," adventure set in the Orient, starring Robert Mitchum, Jane Russell, William Bendix, Thomas Gomez and Gloria Grahame.

"The Big Sky," Winchester Pictures, produced and directed by Howard Hawks.

RKO Increases '51 Releases By 10

RKO's 32 feature releases, plus action pictures, scheduled for 1951, aggregate an increase of approximately 10 releases over the 22 to 25 pictures which the company will have released by the end of this year. The increase in RKO's 1951 schedule is in keeping with the plans of practically all other distributors for next year.

RKO to Distribute 88 Shorts in 1951

Some 88 widely-diversified short subjects will be distributed in 1951 by RKO, it was stated here yesterday during the opening day's session of a three-day sales conventoin, being held at the Hotel Warwick.

Walt Disney's True-Life Adventure series, in Technicolor, launched with "Seal Island" and "Beaver Valley," will be continued with a picture temporarily called "Nature's Half Acre," dealing with insects, birds and flowers.

Eighteen Disney short subjects in Technicolor will be augmented by revivals of six Disney cartoons, also in Technicolor.

There will be 13 of the "This Is America" series, produced by RKO Pathe and now in their ninth year; six Leon Errol slapstick comedies; six comedy specials with such stars as Wally Brown, Jack Kirkwood and Gil Lamb, and including the "Newlywed" stories; one "Football Headliner"; one "Basketball Headliner"; 13 "Screenliners," offering comedy and drama; 13 "Sportscopes," highlighting personalities and events in the sports world, and two "My Pal" shorts in the series presenting "Flame," the dog, with a cast headed by Gary Gray. Besides the reissues of six Disney cartoons, RKO will have four Clark and McCullough and four Edgar Kennedy reissues.

Drive in Motion

(Continued from page 1)

Leonard S. Gruenberg, Metropolitan; Al L. Kolitz, Rocky Mountain; Morris E. Lefko, Eastern Central; J. Herbert MacIntyre, Western; David Prince, Southeastern; all of whom will leave for field trips following the current meeting here.

Divisional chiefs and their assistants will be on the move, from Jan. 3 to aid their respective units. These include, Walter E. Branson, Western sales manager, and Harry Gittleson; Nat Levv, Eastern sales manager, and Frank Drumm; Charles Boasberg, North-South sales manager, and Carl Peppercorn; Sid Kramer, short subjects sales manager, and Arthur Good.

Additional field impetus will be lent the drive by Mochrie; Michael Poller, assistant to Mochrie; S. Barret McCormick, director of advertising, and Terry Turner, director of exploitation.

Ready to Go

(Continued from page 1)

COMPO that has occupied so much of his time during the past year and a half, Depinet said he had just returned from an 11-day visit at the studio where he had seen much of the company's new product. "I am full of confidence," he said, preparatory to describing RKO's 1951 schedule of 32 "A" features. Most of those pictures, Depinet said, are already completed or before the cameras, with the exception of the Wald-Krasna pictures which get under way soon. In addition, Depinet said, RKO will continue to produce "B" action pictures.

In discussing RKO's forthcoming Bette Davis starrer, "Story of a Divorce," Depinet paid his compliments to 20th Century-Fox's "All About Eve," to which he likened his own company's picture in box office potentialities. He reported that Walt Disney's story of Robin Hood will be made in England this year, and referred to RKO's continuing distribution of Disney and Samuel Goldwyn product.

Goldwyn Properties

Goldwyn, Depinet said, is working on eight story properties now, and while it is too soon to tell which would go before the cameras first, he said he believed the life of Hans Christian Andersen, with Moira Shearer of "The Red Shoes," and probably Jimmy Stewart or Danny Kaye, would be among the first.

The company's 1951 schedule, Depinet said, "will do a lot to help revive the box-office and get the business back into its stride again." The company's new product schedule is set forth elsewhere on this page.

Robert Mochrie, RKO general sales manager, presiding at the three-day meeting of district managers, reminded the field executives that "our job is entertainment, and in these troubled times it is up to all of us to do our jobs to the best of our abilities. RKO and its men will."

RKO's Schedule

Following is RKO's tentative release schedule for 1951:

Jan. 6-13—"The Company She Keeps"; Jan. 20-27—"Gambling House"; Feb. 3-10—"The Story of a Divorce"; Feb. 17—"Cry Danger"; Feb. 24—"His Kind of Woman."

March 3—"The Thing"; March 10—"Tarzan's Peril"; March 17-24—"Best of the Badmen" (Technicolor); March 31—"My Forbidden Past"; April 7—"Kon-Tiki"; April 14-21—"It's Only Money"; April 28-May 5—"The Gaunt Woman"; May 12—"Mad with Much Heart"; May 19—"Jungle Headhunters" (Technicolor); May 26-June 2—"Mother of a Champion"; June 9-16—"Sons of the Musketeers" (Technicolor); June 23-30—"Flying Leathernecks" (Technicolor).

July 7—"I Married a Woman"; July 14-21—Samuel Goldwyn's first of 1951; July 28-Aug. 4—"Alice in Wonderland" (Technicolor); Aug. 11-18—"Macao"; Aug. 25-Sept. 1—"Jet Pilot" (Technicolor); Sept. 8-15—"Exclusive Model" (Technicolor); Sept. 22-29—"Girls Wanted"; Oct. 6-13—"High Frontier"; Oct. 20—"Montana Belle" (Trucolor); Oct. 27—"Size 12"; Nov. 3—"Operation 2"; Nov. 10—"Let's See the Girls" (Technicolor); Nov. 17-24—"The Big Sky"; Dec. 1-8—"Cowpoke," and Dec. 15-29—"Two Tickets to Broadway" (Technicolor).

17 to Attend State Film Censors' Meet

Seventeen representatives of motion picture censor boards of six states will gather here on Thursday for two days of conferences on mutual problems. The meetings will be held at the headquarters of the Motion Picture Division of the New York State Education Department, with Dr. Hugh M. Flick, chief of the division, acting as ho[illegible]

Th[illegible] states having film censorship agencies will be represented at the meeting as follows:

Kansas—Mrs. Frances Vaughn, chairman of the Kansas State Board of Review. *Maryland*—Sydney R. Traub, chairman of the Maryland State Board of Censors; Eva M. Holland, vice-chairman; John K. Burkley, secretary. *New York*—Dr. Flick. Mary D. Farrell, chief motion picture reviewer; Frank B. Dermody, supervising motion picture inspector, and Evelyn Burt Young, Catherine Siegrist and Sidney Bernstein, film reviewers. *Ohio*—Dr. Clyde Hissong, State Superintendent of Public Instruction, and Susannah Warfield, supervisor of Ohio State Division of Film Censorship. *Pennsylvania*—Edna Carroll, chairman of Pennsylvania Board of Censors; John Clyde Fisher, vice-chairman, and Mrs. Harry B. Miller, secretary. *Virginia*—Mrs. Lollie C. Whitehead and Mrs. Russell F. Wagers, members of the Virginia censor board.

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, will address the meeting delegates at a dinner Friday night at Luchow's here. The dinner will be given by the New York State Division.

Sign Anglo-American Pact at Noon Today

With presidents of member companies of the Motion Picture Association of America standing by as observers, the Anglo-American Film Agreement will be signed at noon today at the MPAA office here, by Eric A. Johnston, MPAA president, and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, for the American companies, and Rupert Somervell, Under-Secretary of the British Board of Trade, for England.

Somervell arrived here on Saturday aboard the *S. S. Mauretania.* He will leave here tomorrow for Washington.

Dew and Lochnan in Canadian Film Posts

OTTAWA, Dec. 4.—Desmond Dew, associated with the J. Arthur Rank Organization for 15 years in the production of "Henry the Fifth," "Hamlet," "Red Shoes," and many other films, has been appointed production advisor for the National Film Board of Canada, with Carl J. Lochnan, formerly a member of the Canadian Government's Civil Service Commission, being appointed assistant director of distribution for abroad.

Legion Reviews 20; 3 in 'B', 1 in 'C'

The National Legion of Decency has reviewed 20 more films, putting three in Class "B", one in Class "C", and the remainder in Class "A", section one or two.

Those in Class "B", morally objectionable in part for all, include: "Kansas City Raiders," Universal-International, "Platinum Blonde," (reissue), Columbia, and "The Taming of Dorothy," (British) Eagle-Lion. The lone film in Class "C", is "The Sinners," (French) Lopert Films.

Those classified Class "A", section 1, morally unobjectionable for general patronage, are: Call of the Klondike," Monogram; "Colorado Ranger," "Crooked River," and "Fast on the Draw," all Lippert; "The Goldbergs," Paramount; "Last Holiday," (British) Associated British-Pathe, "Law of the Badlands," RKO; "Lightning Guns," Columbia; "Mystery Submarine, Universal-International; "Of Men and Music," 20th Century-Fox; "Pygmy Island," Columbia; "Saddle Legion," RKO; "Sunset in the West," Republic, and "The Texan Meets Calamity Jane," Columbia.

Those classified in Class "A", section II, morally unobjectionable for adults, are: "Border Outlaws," Eagle Lion Classics, and "Queen of Spades," Monogram.

Will Release "M"

Columbia Pictures has completed arrangements with Superior Films to release the Seymour Nebenzal production of "M" early next year.

N. E. Exhibitors' Convention Today

BOSTON, Dec. 4.—An open forum tomorrow afternoon will be the highlight of the one-day convention of the Independent Exhibitors, Inc., of New England, which will be held at the Copley Plaza Hotel here.

Among the subjects listed for discussion are projection and sound, stage shows, taxes, theatre television, insurance, concession and the business outlook. Abram F. Myers, Allied States general counsel, will discuss competitive bidding, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, is scheduled to give the COMPO story.

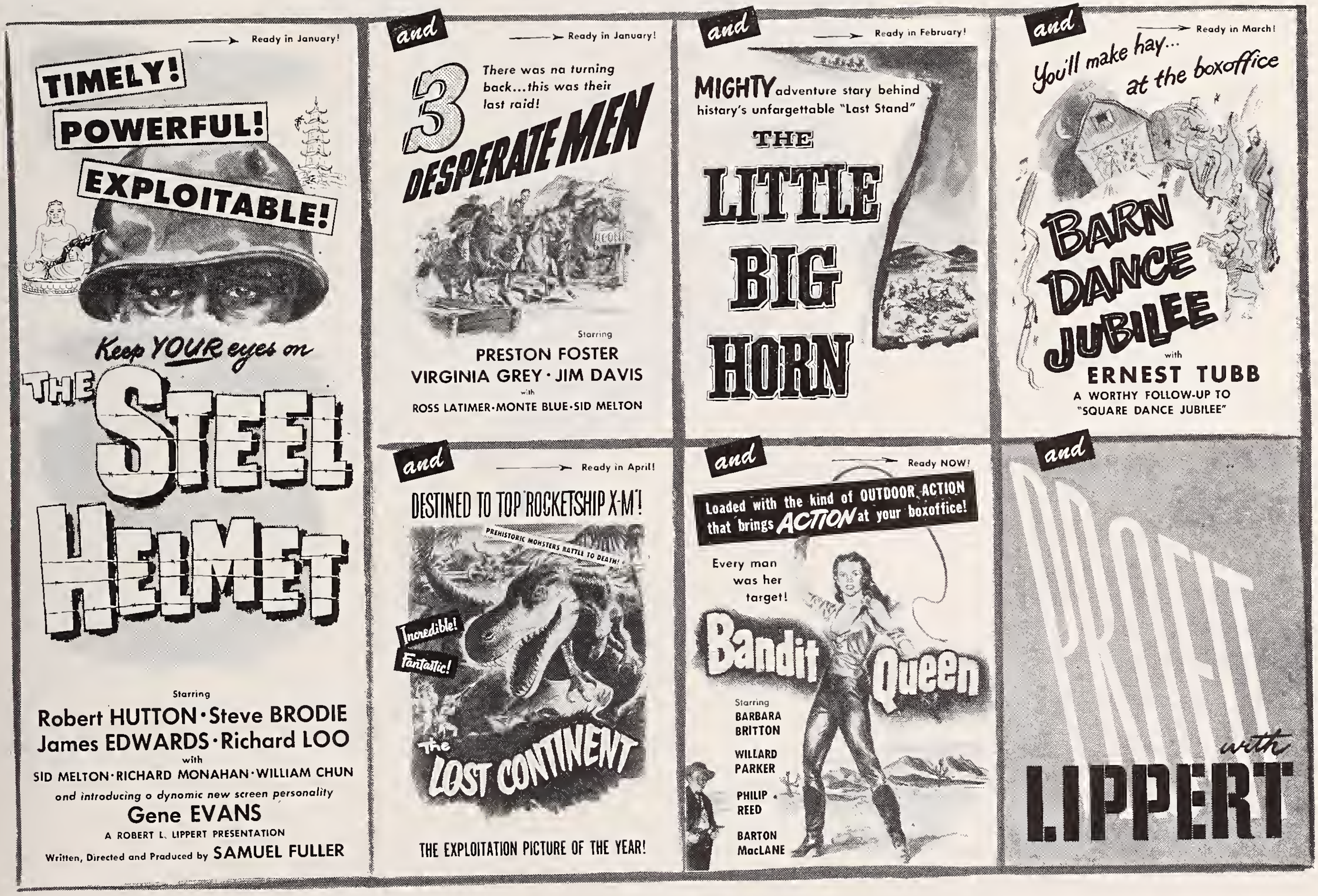
Panel Meetings

Exhibitors attending the convention will meet in panel groups during the morning, with Nathan Yamins and Arthur K. Howard moderating the first-run clinic; Norman Glassman and Julian Rifkind handling the subsequent-run group, and Philip Smith presiding over the drive-ins.

Among other visitors expected to be present and participate are Arthur Lockwood, Samuel Pinanski, E. M. Loew, Harold Stoneman, Abe Montague, Steve Broidy, Maurice N. Wolf, Mike Simons and others.

Would Honor Jolson

WASHINGTON, Dec. 4.—A bill to have Congress award a posthumous Congressional Medal of Honor to the late Al Jolson has been introduced by Rep. Louis B. Heller (D., N. Y.)


Ready in January!
TIMELY!
POWERFUL!
EXPLOITABLE!
Keep YOUR eyes on
THE STEEL HELMET
Starring
Robert HUTTON · Steve BRODIE
James EDWARDS · Richard LOO
with
SID MELTON · RICHARD MONAHAN · WILLIAM CHUN
and introducing a dynamic new screen personality
Gene EVANS
A ROBERT L. LIPPERT PRESENTATION
Written, Directed and Produced by SAMUEL FULLER
and
Ready in January!
There was no turning back...this was their last raid!
3 DESPERATE MEN
Starring
PRESTON FOSTER
VIRGINIA GREY · JIM DAVIS
with
ROSS LATIMER · MONTE BLUE · SID MELTON
and
Ready in February!
MIGHTY adventure story behind history's unforgettable "Last Stand"
THE LITTLE BIG HORN
and
Ready in March!
You'll make hay... at the boxoffice
BARN DANCE JUBILEE
with
ERNEST TUBB
A WORTHY FOLLOW-UP TO "SQUARE DANCE JUBILEE"
and
Ready in April!
DESTINED TO TOP 'ROCKETSHIP X-M'!
PREHISTORIC MONSTERS BATTLE TO DEATH!
Incredible!
Fantastic!
The LOST CONTINENT
THE EXPLOITATION PICTURE OF THE YEAR!
and
Ready NOW!
Loaded with the kind of OUTDOOR ACTION that brings ACTION at your boxoffice!
Every man was her target!
Bandit Queen
Starring
BARBARA BRITTON
WILLARD PARKER
PHILIP REED
BARTON MacLANE
and
PROFIT with LIPPERT

The Industry's Most-Wanted Most-Often-Used Reference Book

Now, more than ever, the information that everybody in or connected with this industry needs is literally *right at your finger-tips* whenever you pick up your copy of the new Almanac. The thumb-indexing makes it simple to instantly locate any of the most-often-used sections.

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There just isn't anything like it in this industry. It is the accepted "Who's Who and What's What" for the entire motion picture field. Even at several times its price, many executives would not be without it!

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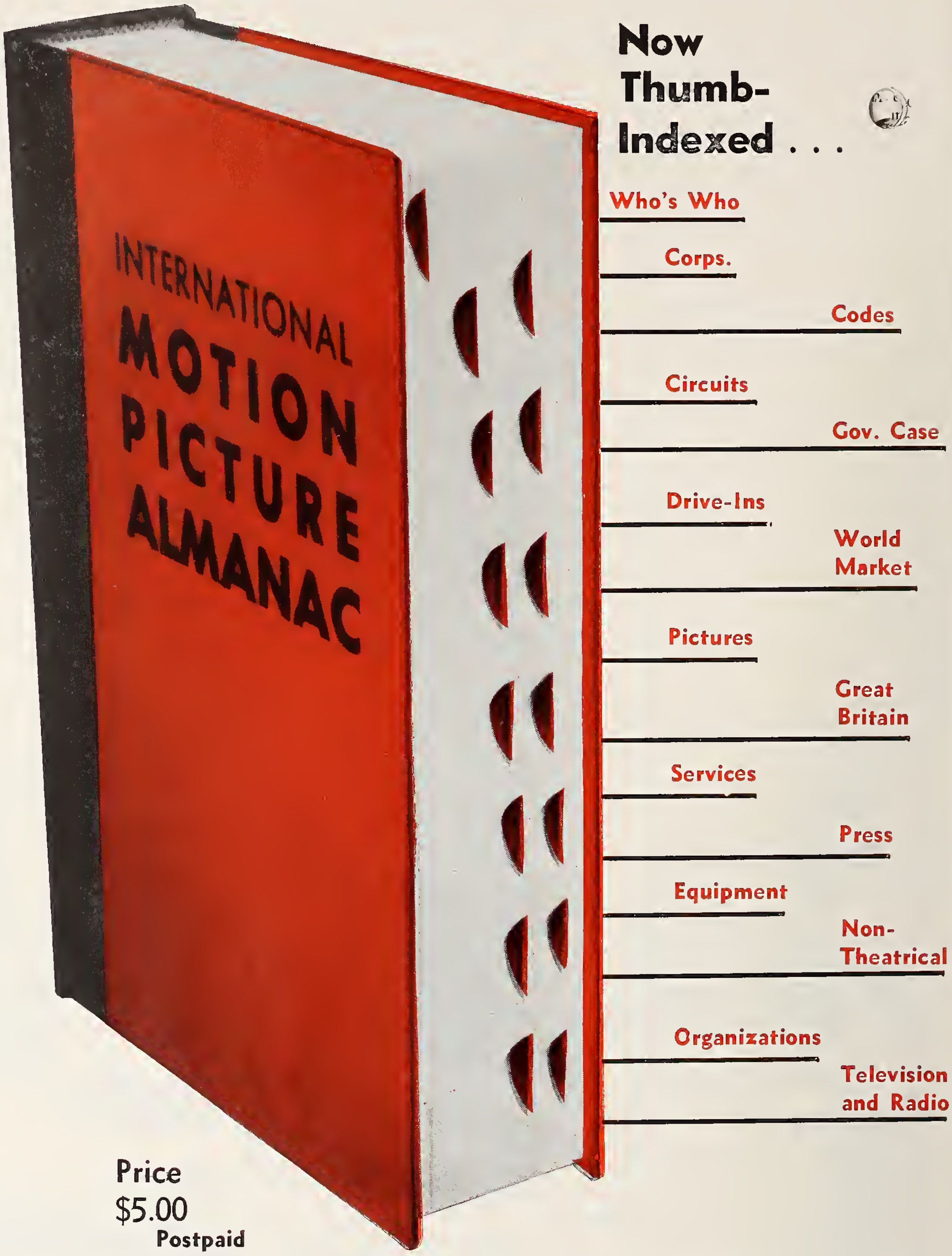
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Earnings

(*Continued from page* 1)

Means Committee. House leaders expect the excess profits tax bill will be passed and sent over to the Senate by late tomorrow.

Motion Picture Association of America officials said they thought the provision would be acceptable, though they had not seen the final version. One question still unsettled is the situation on earnings during 1950—whether the cut-off date would be Jan. 1 or the effective date of the excess profits tax, July 1.

Meanwhile, it was learned that MPAA president Eric Johnston will testify before the Senate Finance Committee Wednesday. The Senate group opened hearings today, with Treasury Secretary Snyder urging fast action on the House bill. Snyder generally endorsed the measure, though he criticized a few provisions.

The chances are considered quite good now that an excess profits tax bill will be enacted at the special session, with the serious international situation quieting many of the objections to the measure.

Closing a Loophole

One of the main reasons for Johnston's testimony is to call to the attention of the Senate Finance Committee an important oversight in the actual drafting of the House bill. The House Ways and means Committee had approved a provision designed to permit companies taking over the assets of another company—such as the companies that might result from divorcement—to use the earnings experience of the old company for the assets it took over. However, in the draft prepared by the tax experts, an error makes this provision apply only to cases where a company takes over as some assets of another firm, with the other firm remaining in existence with other assets. It does not cover situations where the assets are taken over completely by one or more new firms, and the old firm goes out of existence, as the case with the film companies.

A top Congressional tax expert said the provision "was certainly intended to cover all these cases. We are checking to make sure it does not cover them, and if it doesn't you can be certain that the situation will be corrected in the Senate."

File Suit in Boston Against Warner Bros.

BOSTON, Dec. 4.—An anti-trust action has been filed here by M. Burroughs, Adolph M. Burroughs and Marguerite F. Ross, trustees under the will of Louis M. Boas, and R. and W. Theatres, against Warner, Massachusetts Amusement Corp., National Screen Service and Israel J. Hoffman, zone manager of Warner Bros. Circuit Management Corp. of New Haven.

The plaintiffs allege that prior to the expiration of the leases for its theatres, which were operated by Warner Bros., they were threatened by the defendants that Warners would erect a theatre in Newburyport in direct opposition to the plaintiff's theatres if the leases were not renewed, and that Warners allegedly carried out that threat by building a theatre in Newburyport.

Won't Press Theatre TV Subject at FCC Hearing

WASHINGTON, Dec. 4.—Twentieth Century-Fox and National Theatres told the Federal Communications Commission today that they would not say anything about theatre television at the coming hearings on intercity TV relay facilities unless someone else brought it up first.

At a pre-hearing conference, Vincent Welch, attorney for the two companies, was asked what stand his clients would take. Welch replied that they felt the coming hearings were not the place to try the merits of theatre television, and did not intend to produce any affirmative evidence unless it became apparent that the Commission was bent on classifying users of the relay facilities as to probable needs. In that case, he declared, 20th-Fox and National would cross-examine extensively and might present rebuttal evidence.

There is still a possibility that the hearings might not take place. DuMont and ABC, the two networks whose complaints gave rise to the hearings, have been meeting with American Telephone and Telegraph, and should a settlement result, the FCC hearings would probably be cancelled. However, if there is no settlement and the hearings do come off, it is believed they will run for three weeks or better.

Football TV Draw Up at Fabian's Fox

The Army-Navy football game telecast at Fabian's Brooklyn Fox Theatre on Saturday drew better than any football telecast this season, the company reported yesterday. The 4,000-seat house was approximately half full, it was said, and a check showed that this was better business than other downtown Brooklyn theatres were doing. The complete game was shown and audience interest was high, a spokesman said.

RKO's Fordham in the Bronx showed the ceremonies at half-time and the remainder of the game, but business was reported as not noticeably better than in similar RKO houses without theatre television.

Two Century Circuit houses, the Marine in Brooklyn and the Queens in Queens, also showed the game by large-screen theatre TV, but no comment on the box-office results was available.

Army-Navy Telecast Draws 1,400 at Boston's Pilgrim

BOSTON, Dec. 1. — The 1,800-seat Pilgrim Theatre drew a matinee crowd of 1,400 on Saturday during the large-screen telecast of the Army-Navy game. American Theatres' Pilgrim has been televising football games throughout the season, with a top attendance of less than 1,000 until the game on Saturday.

Paramount Steps Up Use of Video

Stepping up use of television as an exploitation medium, Paramount has completed a trailer "package" for each of five new pictures currently in release or shortly to open in theatres.

These specially-made spot commercials utilize techniques different from those used in theatre trailers, combining elements of the radio spot announcement with a visual presentation. The techniques have been applied in trailers for "Union Station," "Tripoli," "Let's Dance," "The Goldbergs" and "Mr. Music." They have all received special handling based on test runs to determine the most effective ticket-selling approach.

The package for each campaign consists of four commercials, including two 20-second spots and two running one minute each.

Diamond Jubilee Is Planned By NATKE

LONDON, Dec. 4.—Prime Minister Clement Attlee, members of his Cabinet and the Trade Union Congress general council will be among the guests at the diamond jubilee celebration of the National Association of Theatrical and Kine Employes at London's Grosvenor House, Dec. 15.

Eric Johnston, president of the Motion Picture Association of America, and Richard F. Walsh, president of the IATSE, have been invited to attend, as have prominent members of the industry here.

Phonevision Report Pleases Skiatron

Arthur M. Levey, president of Skiatron, whose system of so-called home "box-office television" is undergoing a 30-day test in New York, yesterday expressed satisfaction over the reported decision of film producers to make available motion pictures for Zenith Corp.'s test of Phonevision. According to Zenith the Phonevision test will start in a few days in Chicago.

The Skiatron system, called Subscriber-Vision, began a 60-day test here last Wednesday with the cooperation of WOR-TV. A patented, pay-as-you-see system, it uses a coder or scrambler unit at the camera and a small decoder at the receiver. In commercial operation, the TV set owner who subscribes would receive a decoder unit and an unscrambler "key" in the form of a Remington-Rand type punch card. When inserted into the decoder slot, the card-key immediately unscrambles and clarifies the picture, according to Skiatron.

Subject to Federal Communications Commission approval. Subscriber-Vision will telecast films, boxing matches, opera, theatrical premieres, football, baseball and other sporting events. Levey has indicated.

Levey said he assumed the precedent whereby Zenith would receive films for the Phonevision test would be extended to future public tests of Subscriber-Vision in New York.

New Unit to Film 'Storm Over Tibet'

HOLLYWOOD, Dec. 4.—Ivan Tore, Louis Meyer and Andrew Merton have formed Summit Productions, an independent production unit, and have scheduled "Storm Over Tibet."

Colosseum

(*Continued from page* 1)

day. Wynne, who had been first vice-president, presided at the two-day sessions as the former president, Charles L. Dorth, was ineligible because of his recent promotion to Columbia branch manager at Albany, N. Y.

Home office representatives of six distribution companies were present for the convention. They were Clarence Hill, 20th Century-Fox; Charles O'Brien, M-G-M; Milton Cohen, Eagle Lion Classics; Bernard Goodman, Warner Brothers; Joseph McMahon, Republic; Thomas Murray, Universal-International.

Other officers elected were: William Warner, Los Angeles, and Ted Mendenhall, Des Moines, vice-president; T. McKean, Oklahoma City, treasurer, and N. Provencher, Minneapolis, re-elected secretary.

Divisional vice-presidents elected include: Eastern, Floyd Klingersmith, Pittsburgh; Central, Ross Williams, Cincinnati; Midwest, William Wink, Omaha; Southern, Edgar Shinn, New Orleans, and Western, Reville Kniffer, San Francisco.

The convention closed with a dinner last night at the Cincinnati Variety Club. Next year's convention will be held at Denver.

Grinieff, Mulvey

(*Continued from page* 1)

vey will become president of the company and that the present management headed by Paul V. McNutt, Frank McNamee and Max Kravetz will retain one-third of the ownership and continue to operate for the time being at least. Grinieff presumably launched the deal with Mary Pickford which Mulvey thereafter completed.

Motion Picture Development Co. was organized originally to acquire reissue rights on a number of pictures released via UA, including 39 made by Walter Wanger.

UA officials were unavailable for comment. Mulvey was in San Francisco yesterday.

Controls Seen

(*Continued from page* 1)

The new rearmament requests, it is believed, practically kill all chances of any substantial easing of the government's construction control order.

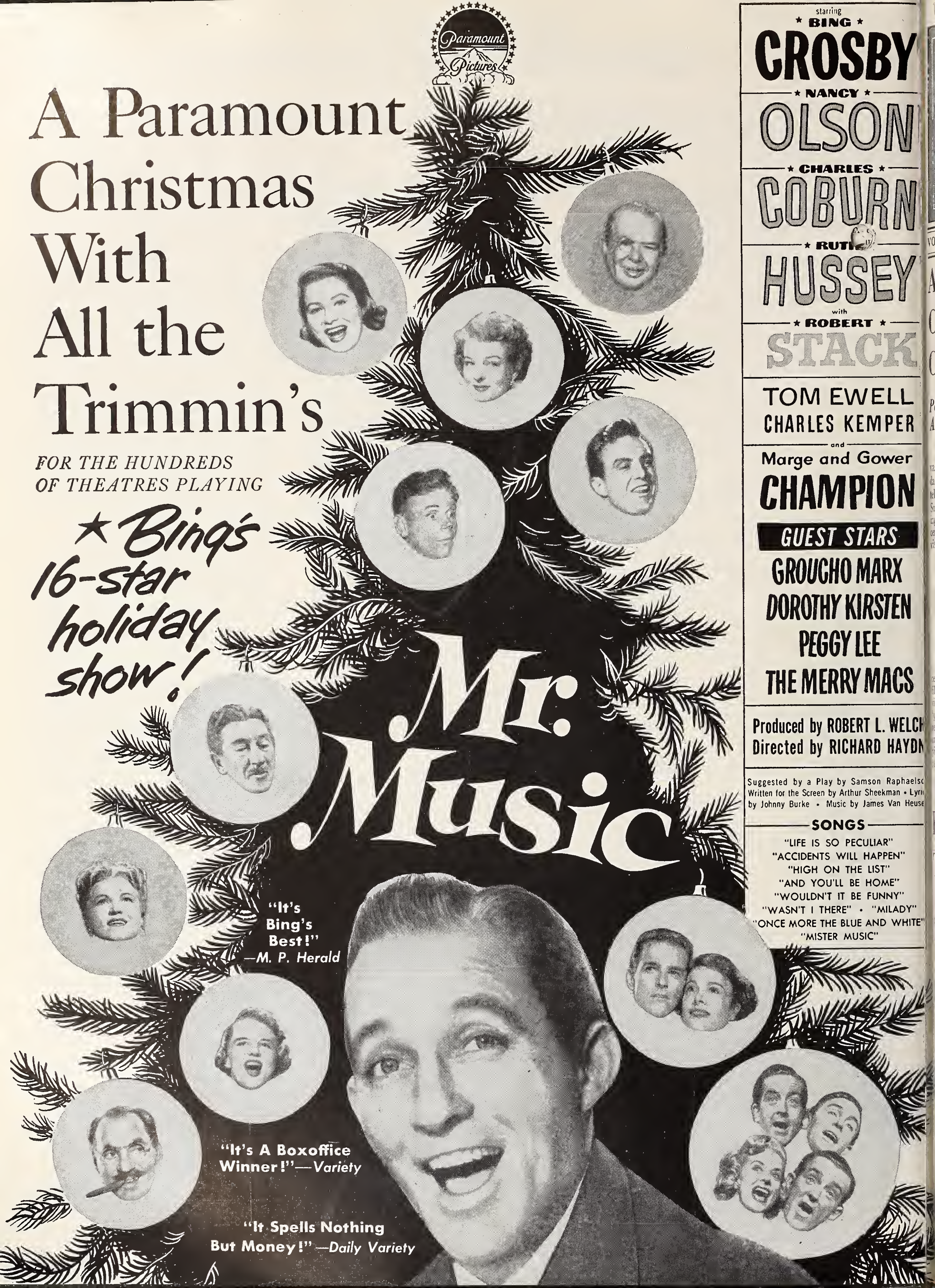
Theatre prices and rentals are exempt from price controls under the Defense Production Act passed by Congress this year. However, building materials, theatre supplies and other items are all eligible for price control.

The government over the week-end announced cutbacks in civilian consumption of nickel and zinc, and even sharper reductions in non-essential use of these and other metals are ahead

One of the main factors now holding back tougher material controls and wage and price controls, it is believed, is the lack of personnel in most of the agencies dealing with these problems. The Economic Stabilization Agency, for example, is still in the very early stages of filling out key positions.

Hallmark Meeting

CHICAGO, Dec. 4.—Hallmark Productions will hold its annual convention at the Stevens Hotel here Dec. 16-22.



A Paramount Christmas With All the Trimmin's

FOR THE HUNDREDS OF THEATRES PLAYING

★ Bing's 16-star holiday show!

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"It's A Boxoffice Winner!"—*Variety*

"It Spells Nothing But Money!" —*Daily Variety*

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★ BING ★
CROSBY
★ NANCY ★
OLSON
★ CHARLES ★
COBURN
★ RUTH ★
HUSSEY
with
★ ROBERT ★
STACK

TOM EWELL
CHARLES KEMPER
and
Marge and Gower
CHAMPION

GUEST STARS
GROUCHO MARX
DOROTHY KIRSTEN
PEGGY LEE
THE MERRY MACS

Produced by ROBERT L. WELCH
Directed by RICHARD HAYDN

Suggested by a Play by Samson Raphaelsc
Written for the Screen by Arthur Sheekman • Lyri
by Johnny Burke • Music by James Van Heuse

SONGS
"LIFE IS SO PECULIAR"
"ACCIDENTS WILL HAPPEN"
"HIGH ON THE LIST"
"AND YOU'LL BE HOME"
"WOULDN'T IT BE FUNNY"
"WASN'T I THERE" • "MILADY"
"ONCE MORE THE BLUE AND WHITE"
"MISTER MUSIC"

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Asks Ruling On Censorship Of TV Films

Pennsylvania Censors Appeal to High Court

WASHINGTON, Dec. 5.—Pennsylvania's State Board of Censors today for the first time brought television censorship before the Supreme Court as it asked for a ruling that it could constitutionally censor the showing of films on television in the state.

The board appealed from a ruling of the Third Circuit Court, which held that such state censorship of TV films was not constitutional, on the ground that "Congress has occupied fully the field of television regulation."

The case grew out of a Jan., 1949, regulation of the state board that films should not be projected by television in Pennsylvania until approved by the board. The censors say this regulation was adopted after receiving criticism from exhibitors of motion pictures, whose films were required to be censored.

Five corporations licensed by the

(*Continued on page 6*)

House Passes Tax Bill

WASHINGTON, Dec. 5.—The House today passed and sent to the Senate its excess profits tax bill, after including a last-minute provision to free film companies from paying excess profits taxes on income earned overseas in earlier years but, due to exchange restrictions, only becoming available now.

The provision specifically excludes

(*Continued on page 6*)

NPA Gives 'Green Light' to Five

WASHINGTON, Dec. 5.—The National Production Authority gave clear indications today that it will take a very broad view of what constitutes "hardship" in appeals by exhibitors who want to build new theatres.

A series of six actions, the first NPA has taken on theatre appeals

(*Continued on page 6*)

Signing Anglo-U. S. Pact

Quigley Publications Photo

READING from left to right, standing: Barney Balaban, Paramount; Theodore Black, Republic; W. C. Michel, 20th Century-Fox; John J. O'Connor, Universal; Albert Warner, Warner Brothers; Nicholas M. Schenck, Loew's; Jack Cohn, Columbia; Ned E. Depinet, RKO; Ed Morey, Monogram-Allied Artists; Joseph H. Hazen, Hal Wallis Productions, and E. W. Hammons. Seated: Eric Johnston, MPAA; Rupert Somervell, BOT, and Ellis Arnall, SIMPP.

Anglo-US Film Agreement Formally Signed in N. Y.

Formal signing of the new Anglo-American Film Agreement took place at the New York offices of the Motion Picture Association of America yesterday in the presence of top executives of the U. S. film companies as press and newsreel cameramen and reporters recorded the event.

The pact, which provides basically that American film companies may remit annually $17,000,000 of their earnings in Great Britain, was signed by R. G. Somervell, Under-Secretary to the British Board of

(*Continued on page 6*)

UK Trade's Quota Views Solicited

London, Dec. 5.—The Board of Trade today asked industry organizations for their views of the manner in which the present film quota act is working, together with their suggestions for its amendment.

The Board's move is regarded as highly significant by trade leaders.

Two-Day WB Meet To Open Tomorrow

Ben Kalmenson, Warner distribution vice-president, will preside over a two-day home office meeting of the company's district managers tomorrow and Friday. The meeting is to discuss plans for the company's forthcoming top releases.

Among pictures to be discussed will be: "Lullaby of Broadway," Technicolor musical starring Doris Day,

(*Continued on page 6*)

RKO Sales Meet Ends Here Today

With final sessions today of RKO Radio's district managers' meeting here, the RKO sales force will launch its 14th annual Ned Depinet Drive as they leave New York's Hotel Warwick to go into the field to sell 1951 product, which will include 32 major features, with one-third in full color, along with the usual program of short subjects.

(*Continued on page 4*)

Add 5 Years To Johnston's MPAA Pact

Board's Action Extends Term of Office to 1958

Eric A. Johnston's contract as president of the Motion Picture Association of America yesterday was extended for five years by unanimous action of the MPAA board of directors at a meeting held in New York.

It was the second extension of Johnston's contract since he became Association president in 1945.

In 1946 Johnston's contract was extended for three years, to 1953. Now, under the extension voted yesterday, his term will run to 1958.

The board meeting, held in the morning, was followed at noontime yesterday by the formal signing at the MPAA office here of the Anglo-American Film Agreement. Johnston and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, signed for the American companies, and Rupert Somervell, Under-Secretary of the British Board of Trade, signed for England.

Phoenix Meet Is Postponed

The board of directors of the Motion Picture Association of America, meeting here yesterday, voted to postpone the joint East-West meeting of distribution presidents and studio executives which was scheduled to be held next Friday through Sunday at Phoenix, Ariz.

No other date for a meeting was set, and it was indicated that the

(*Continued on page 6*)

Fitzgibbons Heads Canadian MPIC

TORONTO, Dec. 5.—J. J. Fitzgibbons, president of Famous Players, was reelected chairman of the Motion Picture Industry Council of Canada, today at the second annual session of the organization at the King Edward Hotel here.

Other officers reelected were: Dave

(*Continued on page 6*)

Davee, Myers Speak At N.E. Meeting

BOSTON, Dec. 5.—Two hundred and fifty exhibitors attended the annual convention of the Independent Exhibitors of New England at the Copley Plaza Hotel here today.

Larry Davee, consulting engineer and sales manager of the Century Projector and Sound Co., stated that the future projector motion picture machine will be air-cooled. He asserted that third dimension Cinerama pictures will never be seen in theatres.

Abram F. Myers, general counsel of Allied States, stated that the decree on competitive bidding be revived and that all present bidding be open to all parties and that they be inspected by them. Abe Montague, vice-president in charge of distribution for Columbia Pictures, stated "I believe in the future of the motion picture industry and that exhibitors should not get the defeatist attitude. Television is a definite competitor to the motion picture industry. Showmanship is needed more today than ever before."

Arthur L. Mayer, executive vice-president of the council of Motion Picture Organizations, stated in part, "the world situation is such now that we here in this industry need an organization to cooperate with the national government in the present emergency as never before. We must join ranks. No business can be profitable unless we get torgether."

Mike Simons, of the exhibitor relations department of Metro-Goldwyn-Mayer, said in part, "Without being hysterical, selling tickets today means the difference between extinction and survival of the motion picture theatre. Showmanship is needed now on the part of every exhibitor to perpetuate the entire motion picture industry."

Gulf Allied Pledges Support of Compo

NEW ORLEANS, Dec. 5.—Full assurance of support for the Council of Motion Picture Organizations was voiced today by Don George, president of the Allied Theatre Owners of the Gulf States, meeting here in convention.

Ken Prickett, formerly with MGM but now an exhibitor, urged delegates to attend national conventions to gain knowledge of the problems of the industry. Others speakers included Max Shane, of 20th Century-Fox, Max E. Youngstein, Paramount advertising director, Alfred W. Schwallberg, president of Paramount Distributing Corp.

Among those attending the meet was Trueman Rembusch, president of national Allied.

Brother of Leo Brady

CHICAGO, Dec. 5.—Harry Brady, 60, brother of Leo Brady, secretary of Quigley Publications, New York, died at his home here today after a lengthy illness. Funeral services will be held on Saturday.

Personal Mention

OSCAR A. DOOB, Loew's Theatre executive, is visiting Loew's theatres in Syracuse and Rochester. He is scheduled to return here tomorrow.

•

ALFRED E. DAFF, vice-president of worldwide distribution for Universal-International, and CHARLES J. FELDMAN, new U-I sales manager, have returned here after visiting the Albany exchange and Schine circuit offices in Gloversville.

•

JULES K. CHAPMAN, Eagle Lion Classics supervisor of exchange operations, has returned here after a five-week tour of the company's branches.

•

MARTIN LEWIS, Paramount Coast radio contact, has returned to Hollywood from New York.

BARNEY BALABAN, president of Paramount Pictures, is scheduled to leave here today for the Coast.

•

PATRICIA ANN O'SHEA, daughter of EDWARD KELLY (TED) O'SHEA, Paramount sales executive, has become engaged to THOMAS JOHN WORTHINGTON.

•

TESS WILLIAMS, formerly associate editor of *Seventeen,* is now in charge of publicity and public relations for the magazine.

•

LLOYD LIND, Monogram exchange supervisor, is scheduled to arrive here tomorrow from England.

•

ROBERT STILLMAN, producer, has been made a deputy sheriff of Ohio County, West Virginia.

'Triple Threat' TV 'Mudlark' Pitch

Three separate appeals will be made to television audiences in the campaign being used by 20th Century-Fox for the opening of "The Mudlark" at the Rivoli Theatre here on Dec. 23, it was announced yesterday by the company. Featured in the advertising will be the prestige of the film's British "Command Performance" selection; its attraction for children, and as entertainment for all of the family.

Concentrated in a three-day period, Dec. 22-24, the campaign is in the nature of an experiment to test the efficacy of TV advertising for motion pictures. Stations involved are WNBT, WCBS-TV, WABD and WJZ-TV, all in this area.

COMPO - TOA Meet Possible This Week

Postponement yesterday of the joint East-West meeting of industry executives, which was to take place this weekend in Phoenix, has opened the way for a possible meeting here either tomorrow or Friday between the Ned E. Depinet and Ted R. Gamble committees on the situation affecting Theatre Owners of America's membership in he Council of Motion Picture Organizations.

Gamble, who heads a special TOA sub-committee which will submit proposals for COMPO board changes to Depinet, is due to return to New York from Oregon either today or tomorrow.

Depinet, COMPO president, whom the COMPO board named to confer with the Gamble group, was to have left here tomorrow for the Phoenix meeting. Now, however, he is expected to remain in New York for at least several days.

Mrs. Henry L. Nathanson

TORONTO, Dec. 5.—Delegates to the meeting being held here by the National Committee of Motion Picture Exhibitors attended funeral services yesterday for Mrs. Henry L. Nathanson, wife of the head of Metro-Goldwyn-Mayer of Canada.

Grinieff, Mulvey Deny Deal for UA

Jacques Grinieff, foreign film importer, yesterday denied in New York reports that he was involved in negotiations recently for the purchase of United Artists.

The reports linked Grinieff, Robert Haggiag and James Mulvey, president of Samuel Goldwyn Productions, as the principals in Motion Picture Development Co., which was mentioned as the firm involved in negotiations with UA's owners for possible purchase of the latter company.

Goldwyn Denial

In Hollywood, Goldwyn and Mulvey issued a joint statement categorically denying printed reports Mulvey would resign the Goldwyn presidency to head United Artists. Mulvey said, "There is absolutely no foundation to the story that I am leaving Mr. Goldwyn. We have been associated many years and it is my hope and expectation that this association will continue indefinitely." Goldwyn said, "Mr. Mulvey has been with me 26 years. He is not only president of Goldwyn Productions but an important stockholder and intimate friend. As long as I make motion pictures I expect Mr. Mulvey to be president."

W.B. Denies Holiday Shutdown of Studio

HOLLYWOOD, Dec. 5.—Rejecting the criticism of the Hollywood AFL Film Council concerning charges of lay-offs at Christmas-time, the Warner studio last night denied that it is shutting down for the holidays.

Two pictures are in production, which will finish by Christmas, the studio statement said, and two are expected to start before Christmas and two more by Jan. 8. "Production is variable and employment is variable accordingly," the studio said. "The main fact is that we have not reduced the number of pictures made. In fact, there has been an increase in production at Warner Brothers."

Newsreel Parade

THE arrival here of Clement Attlee and the grim war news are current newsreel highlights. Sports and fashions round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 98—The world faces crisis over the war in Korea. News flashes from the Korea front. News from the sport world: football.

NEWS OF THE DAY, No. 22—Attlee and Truman confer on the war crisis. UN forces retreat in North Korea. Red terror for refugees. Warship battles storm. Football.

PARAMOUNT NEWS, No. 31—World war threat; Attlee and Truman confer; retreat in Korea. New explosions rock Italy's Mt. Etna. News from the sports world: football.

TELENEWS DIGEST, No. 49-A—World crisis: New York, Korea, Washington, London. Palm Beach fashions. News from the sport world: football.

UNIVERSAL NEWS, No. 416—Britain's Prime Minister Clement Attlee arrives. Warship battered by storm. Gems and beauty. News from the sports world: football.

WARNER PATHE NEWS, No. 33—Grim news from Korea. Washington: Attlee flies to U. S. for crisis talks. Los Angeles: war on two fronts. News from the sports world: football.

ELC and Brandt in Hassle Over 'Twist'

Brandt Theatres yesterday released an exchange of correspondence between Eagle Lion Classics secretary, Winston Frost, and Harry Brandt over the latter's alleged efforts to discourage the exhibition of the J. Arthur Rank-produced "Oliver Twist."

Frost warned Brandt that it is a violation of the law to induce a person to breach a contract and said ELC would hold him responsible for damages which might accrue from breach of a contract. His letter mentioned an "exhibitor in Texas who had agreed with us to play the picture."

(R. J. O'Donnell of Interstate circuit, Dallas, denied recently that Interstate had a contract for the picture.)

Brandt's reply stated that he had not attempted to induce anyone to breach a contract but had, and would continue to, express his opinion that "Oliver Twist" is "an offensive film" and its exhibition "can only result in injury to the industry and the theatres in which it is shown."

Diamond Returns To Phila. Post

Sam Diamond, New York branch manager of 20th Century-Fox, has returned to his previous position as branch manager of the Philadelphia office, it was announced here yesterday by Andy W. Smith, Jr., vice-president and general sales manager of the company. Diamond assumed his new duties at the specific request of Smith to replace Sieg Horowitz, resigned.

The operation of the New York branch will be assumed for the time being by Martin Moskowitz, in addition to his other duties as Empire State division manager.

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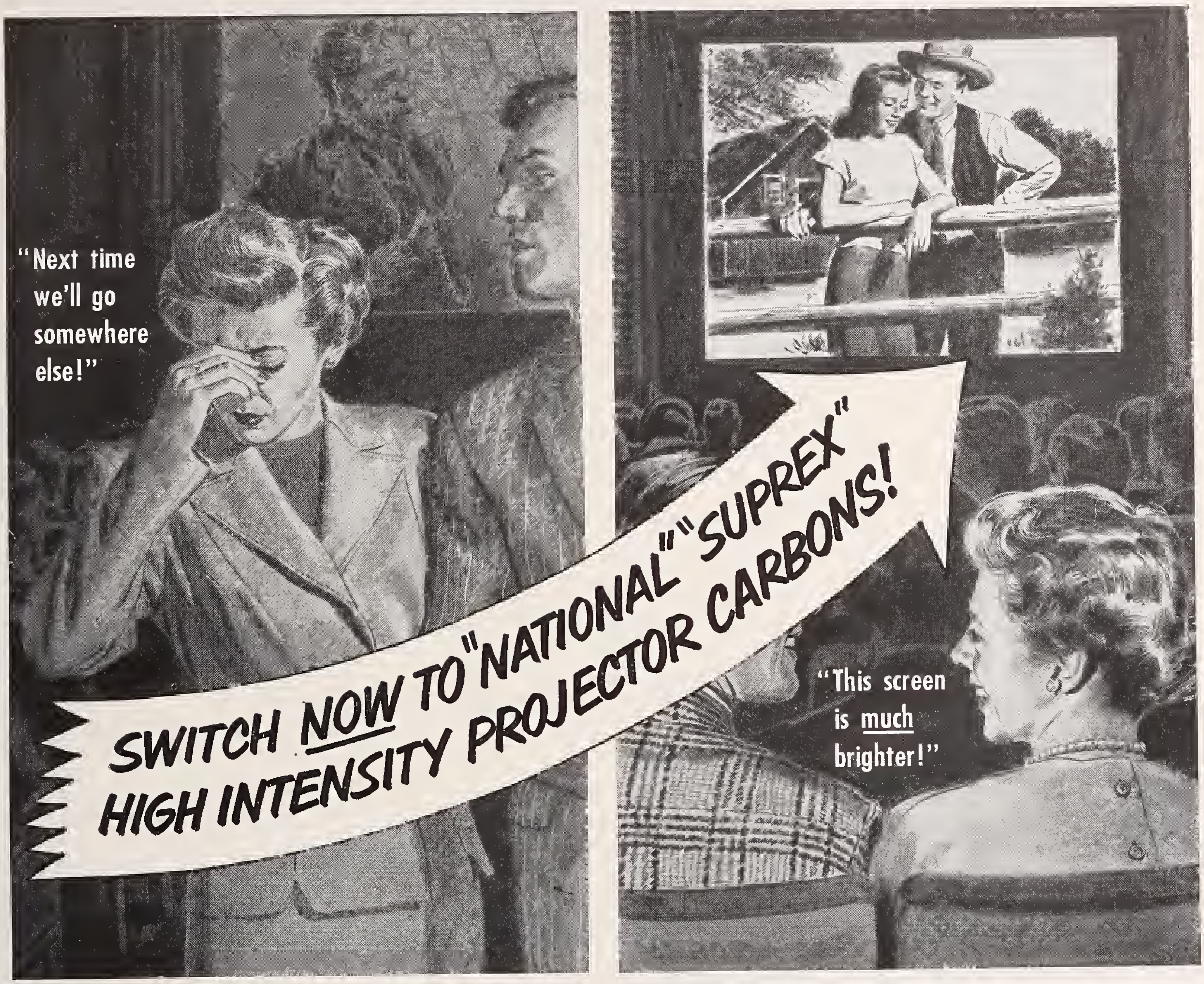
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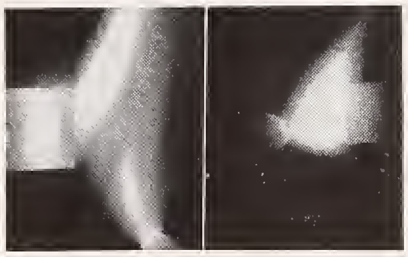

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ELC Files 'Twist' Appeal

William C. MacMillen, Jr., president of Eagle Lion Classics, indicated yesterday following a conference here with Eric A. Johnston, president of the Motion Picture Association of America, that an appeal of the Production Code Administration decision to deny a seal of approval to "Oliver Twist" was handed to Johnston. The latter, MacMillen said, indicated that a verdict on the appeal, which will be rendered by the MPAA board of directors, would be forthcoming within two weeks.

MacMillen's Statement

In a prepared press statement, MacMillen said: "We feel now, and have always felt that 'Oliver Twist' is one of the finest motion pictures ever made, and that there is nothing objectionable or offensive about it. We feel that it would be a gross injustice to deprive anyone of the privilege of seeing 'Oliver Twist'."

The ELC president pointed out in his statement that the picture, which was produced in England by the J. Arthur Rank Organization, and which ELC contracted to release in the U. S., has been approved without change and passed by the New York State Censor Board.

PCA Provision

It is understood that the PCA denied a seal to the picture on the basis of provision No. 10 of the section on particular applications of the Code. Subdivision No. 2 of this provision, which is entitled "National Feelings," states: "The history, institutions, prominent people and citizenry of all nations shall be represented fairly."

The release of "Oliver Twist" has been delayed for about two years in the U. S. because of alleged anti-Semitism in the treatment of the villainous character Fagin of the Charles Dickens story.

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Reviews

"The Sound of Fury"

(*Stillman—United Artists*)

MARK this down as a picture that is going to receive considerable notice. Robert Stillman, in his first independent production for United Artists, has astutely chosen an unusual theme. Dramatizing the exposition that "violence is a disease," this adroitly-done melodrama builds up to one of the most powerful sequences to be seen on the screen, featuring a lynching. Adapted from an incident that took place in real life, "The Sound of Fury" speaks with the grim authority of realism.

At all times it is an entertainment film, and an excellent one at that, filled with an exciting range of overtones. Merchandising very likely will be augmented by word-of-mouth, and comments in the press, on the radio and in other media. The mixture is powerful and it seems headed for sound box-office returns.

The drama presents Frank Lovejoy a decent sort, with a wife and child, but driven to despair by his inability to get a job. One day in a bowling alley, he meets Lloyd Bridges, a smug, crafty character of dubious ways. Presently Bridges half bullies and half cajoles Lovejoy into being an accomplice in a hold-up. Hold-up then follows hold-up and in time Lovejoy becomes the helpless victim of his fate as well as Bridges' intimidating tactics. The petty stick-ups finally graduate into a full-fledged kidnapping, insiduously masterminded by Bridges. Without warning, Bridges lifts up a boulder and brings it down on the head of the kidnap victim with psychotic repetition. The incident leaves Lovejoy sick and muttering while Bridges passionlessly makes ransom-collecting plans. Guilt-ridden, Lovejoy goes about in a semi-stupor and finally breaks down and hysterically mumbles his crime into the ears of a girl friend. His capture, followed by Bridges', is a matter of time. Then comes the shattering climax.

Cyril Endfield has given the picture clean-cut direction, manipulating crowds, scenes and incidents arrestingly. He shows a fine flair for delineating characters sharply.

Performances are on a high level all around. Bridges crawls in and out of scenes with spidery poisonousness while Lovejoy modulates his characterization to fit the various turns of anguish and hopelessness. There is enough drama in incidental characterizations to be developed into full-fledged stories themselves. Kathleen Ryan's role as Lovejoy's wife has affecting pathos. Others in secondary roles include Richard Carlson, as a syndicated columnist; Renzo Cesana, an Italian scientist, and Adele Jergens and Katherine Locke, two "dates."

Joe Pagano did the screenplay from his own novel, "The Condemned." Running time, 90 minutes. Adult audience classification. Release date, Jan. 15.

MANDEL HERBSTMAN

"Storm Warning"

(*Warner Brothers*)

A DARING compound of melodrama and sociology is offered in Warner Brothers' "Storm Warning." It gives one a glimpse into a small Southern town where a band of hooded men despoil justice by taking it into their own hands. As entertainment, it has a punch which can be converted into good exploitation. Bearing Jerry Wald's production stamp, the picture stars Ginger Rogers and Ronald Reagan.

The story takes Miss Rogers on a visit to her sister in the South where she beholds a hooded group drag a man through the dark streets and finally shoot him in the back. She is terrified and speechless. She gets a good look at two of the men when they remove their hoods to look at the corpse. Back at the house of her sister, Doris Day, Miss Rogers is appalled to discover that her sister's husband, Steve Cochran, was one of the men at the shooting. She is filled with revulsion but promises babbling Cochran that she will not expose him to the authorities.

The next thing that takes place is an interview between Miss Rogers and Reagan, the crusading county prosecutor. Miss Rogers admits she saw the violent deed but maintains she could identify no one as all participants were hooded. That admission is enough for Reagan who orders her to appear at the inquest. The next day, however, intimidation against Miss Rogers is effective and she claims at the inquest that she saw nothing, not even a hood.

Stuart Heisler, who directed, frequently makes documentation secondary to melodramatic and entertainment values. As the story continues, Miss Rogers becomes a victim of her own confusion and fear. She gets caught in the long arm of the terrorist group and is flogged before a burning cross. The finale sees Miss Rogers rescued by Reagan. It also sees the dissolution of hoodlum rule in the town. Daniel Fuchs and Richard Brooks wrote the screenplay.

Running time, 93 minutes. Adult audience classification. Release date, Feb. 10.

M. H.

3-Day Flaherty Festival

The Screen Directors Guild (Eastern) will stage a three-day Flaherty Film Festival at the Museum of Modern Art in honor of SDG member Robert Flaherty, according to an announcement from Guild president Jack Glenn. The festival will be held on the nights of Jan. 9-10-11. Flaherty will address the audience each night.

Pinanski Heads Tent 23

BOSTON, Dec. 5.—The Variety Club of New England Tent No. 23 has elected the following officers for 1951; chief barker Samuel Pinanski; first assistant chief barker Max Levinson; second assistant chief barker Arthur Lockwood; property master James Marshall and dough guy Lou Richmond.

British Newsreel Tries Technicolor

London, Dec. 5.—An experiment in Technicolor for newsreels is under way in the current issue of Pathe Pictorial, which carries a fashion show sequence in color.

Projectionists do not relish making the quick change adjustments of focus and lighting required. The experiment is being watched closel[illegible] the trade, anxious for introduction of novelty on the current intensified competitive scene.

White to Prockter For Production

Paul White of Paul White Productions, has been appointed vice-president in charge of motion pictures for Prockter Productions, Inc., it was announced here yesterday by Bernard J. Prockter, President.

Prockter Productions, which produces such radio and television productions "The Big Story," "Treasury Men in Action" and other net-work programs, says it will be the first major radio and television producer to expand production to the theatrical motion picture field.

White is the former European general manager of the Selznick Organization, and more recently engaged in television production on his own. The first film scheduled in his new post will be "The Big Story," a picture dealing with many of the newspapermen with whom he worked.

RKO Meeting

(*Continued from page* 1)

Under the gavel of Robert Mochrie, sales vice-president, the three-day conclave was highlighted with an address by president Ned E. Depinet, who detailed 1951 product. Addresses were made to the group yesterday by Harry Michalson, president of RKO Pathe; S. Barret McCormick, director of advertising; and Terry Turner, director of exploitation.

A dinner in the Warwick's Pine Room concluded yesterday's general meeting, which covered plans for the sales activities in the company's 38 branches in the U. S. and Canada.

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Assign Field Men to 16 'Harvey' Dates

Christmas and New Year's dates blanketing key cities from Coast-to-Coast to launch the national release of Universal-International's "Harvey," have been announced by Alfred E. Daff, director of sales.

At the same time, the assignment of exploitation representatives was announced to cover these dates which will follow the world premiere at the Astor Theatre in New York on Wednesday evening, Dec. 20th as a benefit for the newly-established Louise Baer Memorial Fund of the New York Heart Association.

Initial dates and the field representatives who will cover them follow: Keith's Theatre, Cincinnati, Dec. 21 to be covered by Maurice (Bucky) Harris; United Artists Theatre, Detroit, Dec. 22, Robert Wile; Majestic, Dallas, Dec. 23, Sid Davidson; Manor, Charlotte, Dec. 24, Ed Shulman; State Lake, Chicago, Dec. 25, Ben Katz; Carthay Circle, Los Angeles, Dec. 25, studio promotion department; Uptown, Toronto Dec. 25, Empire-Universal representatives.

Also, the Riverside, Milwaukee, Dec. 27, Ben Katz; Lafayette, Buffalo, Dec. 27, Sheldon Gunsberg; Lincoln, Miami, and Miracle, Miami, Dec. 28, Robert Ungerfeld; Orpheum, San Francisco, Dec. 30 Cliff Brown; Uptown and Villa, Salt Lake City, Dec. 31, Cliff Brown, and the Paramount, Omaha, Dec. 31, Robert Wile. Other dates include the Indiana, Indianapolis; Paramount; Des Moines and Philadelphia.

U-I promotion executives Charles Simonelli, Philip Gerard, and Jeff Livingston will participate in the campaigns in most of the openings.

Meanwhile, Universal reports that one of the most comprehensive national magazine publicity campaigns ever afforded a U-I picture is shaping up on "Harvey."

UK Reels Set Fine For Price-Cutting

London, Dec. 5.—The News Reel Association here has adopted a resolution to enforce its recently advanced increases in rentals to newsreel theatres which would subject a member to a fine of $2,800 for diverging from the new rental prices.

Exhibitors charge that the policy creates a cartel in the newsreel market, which they declare distributors always have opposed in film-trading. The exhibitors have proposed to call off the fight against the rental increase if NRA rescinds the resolution. A joint meeting on the matter is scheduled for Dec. 14.

'Frontier Outpost' Review

The review of a Columbia feature published here yesterday was incorrectly titled "The Durango Kid." The correct title is "Frontier Outpost," one of "The Durango Kid" series.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

United Artists Orders Shanghai Office Closed As Reds Throttle US Films

United Artists has ordered its Shanghai office to close, convinced that it is not worth while to attempt to do business under a Communist regime.

The order to close was issued recently by Al Lowe, in charge of UA foreign operations. It followed receipt of a communication from the company's Shanghai representatives, the first word of any kind in many months to get through to the home office from them. The communication advised that the Communist government is clamping down on the exhibition of American films and has ordered Shanghai theatres to stop their exhibition.

In view of the fact that American companies have been unable to get their money out of Shanghai for some time past, the new developments reported to the home office resulted in the decision to close down there entirely. The Shanghai representatives were ordered to sell office equipment, destroy prints and liquidate other equipment and supplies insofar as possible. The office has been operated by a native staff.

Petrillo-IMPPA Agreement On TV Films Seen Soon

Hollywood, Dec. 5.—An agreement with American Federation of Musicians' president James Petrillo on terms under which the Independent Motion Picture Producers Association can release their films simultaneously to theatres and television, or to both media in which ever succession is deemed preferable, is expected this week, IMPPA president I. E. Chadwick, disclosed today.

Negotiations, which were opened with Petrillo in New York last week, have been continuing since Chadwick's return to the Coast. Chadwick said only minor details remain to be finalized.

Chadwick said small independents face the imperative need to "loosen shackles" imposed by the existing AFM contract, negotiated by major studios, limiting television releases to films produced before 1946.

He pointed out that IMPPA members have produced only 40 pictures in 1950, which compares to 90 produced in 1949, lowest previous annual total. He declared that 90 per cent of films produced by IMPPA members are falling short of returning their production costs. Since television strikes first and hardest at smaller theatres which use small-budget pictures, smaller producers have no recourse save to avail themselves of this new medium for which, by virtue of their freedom from studio overhead and their expertness in production economy, they are ideally qualified, he said.

Although Chadwick is consulting individually with IMPPA members on the matter, no formal meeting will be called until the Petrillo negotiations are concluded. It is understood that the principal point still under negotiation is whether producers would pay musicians a stipulated percentage of their normal scale additionally for television clearance, or would donate to a union fund an agreed percentage of their revenue from television sales.

Jack Goldstein Expands

Jack Goldstein, who has handled Eddie Cantor's personal public relations and promotion on an exclusive basis, announces that his office has been expanded and he will now handle other accounts, continuing to represent Cantor on special promotions.

Thurber Signs for Film Production

James Thurber's entrance into the industry became official with the signing of a contract whereby "The Thurber Carnival" will be filmed in New York and Hollywood, with the author as an associate in the production.

The film, to be produced jointly by Media Productions and United Productions of America, with John Houseman as producer.

Col.'s Profit Hit by Taxes

An estimated net profit of $290,000 for 13 weeks ending Sept. 30, 1950 was reported here yesterday by Columbia Pictures. This compares with $337,000 reported for the same period in 1949.

Increased provisions for Federal taxes accounted for more than half of the total decline in net profits, as operating profit for the quarterly period was estimated at $530,000, only $23,000 less than the $553,000 operating profit reported for the summer quarter last year.

The net profit broken down among the 654,311 shares of common stock outstanding amounts to 33 cents per share, as compared with 40 cents per share for the same period in 1949.

U.K. Ponders Paying For Safety Stock

London, Dec. 5.—The British film industry's changeover from nitrate stock to safety base will cost an estimated $1,000,000 and trade organizations now are discussing means of meeting the expense.

Two proposals will be reviewed by the industry fact-finding group: one that a surcharge be imposed on all new film contracts, the other that a flat charge per reel be made pro rata to the number of screenings. The changeover to safety base will, however, save exhibitors huge sums in costs of structural alterations which were to be imposed.

FIRST TRADE SHOWS!

M-G-M's "THE MAGNIFICENT YANKEE"

NEW HAVEN, MON., DEC. 11th—11 A.M.
Fox Screening Room—40 Whiting Street

BOSTON, TUES., DEC. 12th—2 P.M.
M-G-M Screening Room—46 Church Street

★

Watch for Further Dates on the picture that Louella Parsons picks as "Best Drama of the Month."

Hedda Hopper says: "Louis Calhern's performance ranks among the screen's greatest."

Sheilah Graham says: "'THE MAGNIFICENT YANKEE' is just that—magnificent."

Erskine Johnson says: "Everyone's magnificent in "THE MAGNIFICENT YANKEE."

"Special Merit Award!"—Parents' Magazine.

Tax Bill

(*Continued from page* 1)

from income subject to the excess profiits tax any income from overseas "to the extent that such income would, but for monetary, exchange or other restrictions imposed by such foreign country, have been included in gross income of taxpayer for any taxable year which preceded its first taxable year" under the excess profits tax. The Treasury would lay down specific regulations for carrying out this provision.

Chances Good

Chances for an excess profits tax bill this session are now considered better than even. Senate Finance Committee chairman George (D., Ga.) predicted flatly today that the Senate would pass a bill before the end of the year.

Motion Picture Association of America president Eric Johnston has postponed from tomorrow until Friday his scheduled appearance before the Finance Committee, and MPAA aides said there was now a chance Johnston might not testify in person but merely submit a statement.

Without Change

The tax bill passed the House without change from the committee's original bill, other than for the blocked income provision and one or two minor technical provisions.

Meanwhile, the Senate Committee gave a very sympathetic hearing to Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, when he said that the special provision in the House bill for growing firms didn't go far enough. DuMont pointed out this provision allowed growing firms to use either 1949 or the 1948-49 average as the base, but that many firms experienced their greatest growth in the first months of 1950.

Fitzgibbons Heads

(*Continued from page* 1)

Griesdorf, Odeon general manager, vice-chairman; A. J. Mason, secretary-treasurer, A. H. Jolley, assistant.

The offer of the Council to 'assist the government in an all-out war effort was accepted by letter from C. D. Howe, minister of reconstruction. The meeting decided to act as a clearing house for amusement tax problems. A formal announcement of building restrictions on amusement construction effective Jan. 1 was made by Jules Wolf, head of construction for Famous Players. Drive-in competition was considered a local problem and referred back to individual associations. The next meeting was set for September in Montreal.

Canada Music Fee Bid Is Withdrawn

TORONTO, Dec. 5.—The application of the Federation of Canadian Authors for additional performing rights fees has been withdrawn, Norman Robertson, of Toronto, disclosed at the national committee meeting here of the Motion Picture Exhibitors of Canada. This action leaves the Composers, Authors and Pubishers Association of Canada the sole collecting agency.

The meeting took no action on a proposal to admit 16mm. theatres to the 35mm. association. The 25 delegates to the meeting selected Morris Stein, of Famous Players, Toronto, to succeed A. J. Mason, as chairman.

Anglo-US Pact Signed

(*Continued from page* 1)

Trade; Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, and Eric A. Johnston, president of the Motion Picture Export Association.

Hailing the new agreement, which became effective on Oct. 1, Somervell said: "I am very happy to join with Mr. Johnston and Gov. Arnall in welcoming this agreement. It has only been made possible by the ability and the willingness of each side to appreciate the difficulties of the other, and I have every hope that it will work out to our mutual satisfaction."

Arnall Comments

Arnall signed with this comment: "In behalf of the Society of Independent Motion Picture Producers, I am delighted to join in the execution of this film agreement. This accord evidences the fact that mutual benefits are to be derived through cooperation and honorable agreement."

Johnston said the agreement was "an example of what men can do when they meet together with the sincere purpose of reaching an understanding for mutual good. I only wish this pattern could serve in the larger area of international relations. If it could, there would be an easing off in the tensions and the conflicts that beset us. And that would bring us closer to what we all want—a world without fear."

The agreement sets up special bonus arrangements under which American companies may increase their dollar remittances through the production of films in Britain and the distribution of British films in the Western Hemisphere. Some 27 provisions are made for blocked sterling uses permitted within the sterling area arising from the normal operations of a film company for the account of a U. S. company. These include purchase of real estate, literary and dramatic material, and industry securities.

Also, payment of certain forms of obligations, for establishment of pension funds for employes, insurance premiums, advertising, charities, personal services, film rights and shipping charges. Also, certain loans and credits, subject to the approval of the international monetary control committee. Also, construction and acquisition of hotels designed to foster tourist travel to the British Isles.

Copies of the agreement and a letter of intepretation were released yesterday to the press. Details of the agreement and interpretation appeared in *Motion Picture Daily* last Aug. 3 and Sept. 28, respectively.

Luncheon Held

An MPAA-sponsored luncheon at the Harvard Club here followed the signing. Attending, in addition to those pictured at the signing ceremonies on page one of today's *Motion Picture Daily,* were: Norton V. Ritchey, Abe Schneider, Arnold Picker, J. Robert Rubin, Morton A. Spring, Paul Raibourn, George Weltner, J. W. Piper, Phil Reisman, R. K. Hawkinson, Murray Silverstone, Emanuel D. Silverstone, Al Lowe, Douglas Ornstein, Americo Aboaf, Samuel Schneider, Wolf Cohen, Joyce O'Hara, John G. McCarthy, F. W. DuVall, Sidney Schreiber, Irving Maas and Theodore Smith.

The agreement was negotiated in London several months ago by Johnston, Arnall and James Mulvey with British government officials. It will run for one year.

WB Meeting

(*Continued from page* 1)

Gene Nelson and Billy De Wolfe; "Operation Pacific," starring John Wayne and Patricia Neal; "Storm Warning," Ginger Rogers, Doris Day, Steve Cochran and Ronald Reagan; "The Enforcer," Humphrey Bogart, Roy Roberts and Zero Mostel; "Sugar Foot," Randolph Scott, Adele Jergens and S. Z. Sakall; "Only the Valiant," Gregory Peck; "Strangers on A Train," Alfred Hitchcock film with Robert Walker, Ruth Roman and Farley Granger; "Captain Horatio Hornblower," Technicolor picture co-starring Gregory Peck and Virginia Mayo; "Jim Thorpe-All American," starring Burt Lancaster, and "On Moonlight Bay."

District Managers Attending

District managers attending will be: Norman J. Ayres, Eastern; Robert Smelzer, Mid-Atlantic; F. D. Moore, Central; Harry A. Seed, Midwest; Hall Walsh, Prairie; W. O. Williamson, Jr., Southeastern; Doak Roberts, Southwestern; Henry M. Herbel, West Coast, and Haskell M. Masters, Canadian.

Home office executives who will attend include Alber Warner, Samuel Schneider, vice-president, Mort Blumenstock, advertising-publicity vice-president, Roy Haines, Western division sales manager, Jules Lapidus, Eastern and Canadian division; John Kirby, Southern; sales manager, Norman H. Moray, short subjects sales manager, Edward Hinchy, head of the playdate department, I. F. Dolid; Bernard R. Goodman, supervisor of exchanges, R. A. McGuire, auditor of exchanges, and Charles Bailey.

Meet Postponed

(*Continued from page* 1)

meeting place will not be Phoenix when a date is set.

The reason given by the MPAA for the postponement was that several of those who were scheduled to attend from New York and Hollywood have found it would be impossible to attend the meeting at the time set.

Reporting yesterday that the meeting might be postponed, MOTION PICTURE DAILY pointed out that inability of Nate J. Blumberg, Universal president, whose wife is hospitalized in New York, and Spyros P. Skouras, 20th Century-Fox president, to attend the meetings was understood to make the postponement advisable.

Theatre for Marcus

A theatre honoring the memory of Col. David Marcus, who was killed while commanding Israeli troops against Arab contingents, will be opened here in the Bronx tomorrow night. Formerly the Skouras Tuxedo Theatre, it will now be called the David Marcus Theatre. All proceeds of the opening will be donated to the David Marcus Memorial Foundation and the United Jewish Appeal.

TV Censor

(*Continued from page* 1)

Federal Communications Commission to broadcast television programs went to court against this regulation. They included Allen B. DuMont Laboratories, Philco Television Broadcasting Corp., Triangle Publications, WCAU, Inc., and WGAL, Inc.

Both the District Court and the Court of Appeals enjoined the censors from passing on films for television, and the board then asked the high court to review the Circuit Court decision.

In appealing, the Pennsylvania censors laid much emphasis on the fact that the courts have always held that states could constitutionally regulate films for exhibition in theatres, citing the 1916 Mutual Film Corp. case and the fact that the Supreme Court had refused to review the "Lost Boundaries" case.

Among the questions raised by the censors were these: Does the Federal Communications Act apply to and include television? Does the activity of a television station in projecting a film amount to interstate commerce? Has Congress by the Communications Act so completely occupied the field as to invalidate state censorship of films, even when the state finds them to be obscene, indecent or immoral? Has Congress occupied the field so completely that the state's police power may not be used? Does the censorship of motion picture films for television as provided by the Pennsylvania statute infringe the guarantee of freedom of speech or press?

Bearing on Film Industry

Observers pointed out that while the case is of tremendous interest, it is not likely to have any direct bearing on the effort of the film industry to overturn state censorship of films for exhibition in theatres. Should the Supreme Court refuse the appeal, the effect would be very narrow, and even if it should take the case, there is some question as to how far it might go in its opinion. For example, the last question posed by the censors, dealing with whether censorship violates the First Amendment, was raised both in the District and Circuit Courts but ignored by both courts in their opinions.

NPA 'Green Light'

(*Continued from page* 1)

since the construction limitation order went into effect, added up to this: NPA will permit companies or individuals to go ahead with building plans even if they do not meet the order's standards for "commencing construction" if they have actually committed enough money or done so much work that it would cause undue hardship to stop now.

NPA officials gave a green light in five of the six cases, to a conventional theatre in Oklahoma City, and drive-ins in Lincoln, Neb.; Tulsa and Chickasha, Okla., and Pell City, Ala. They turned down a proposed conventional theatre in Salem, Mass., but even this rejection helped establish the over-all pattern, for NPA officials said the individual involved had not gone far enough to show that the turndown would cause great hardship.

In the other five cases, they said, the owners had gone so far that a rejection would have caused great hardship.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68—NO. 109 NEW YORK, U. S. A., THURSDAY, DECEMBER 7, 1950 TEN CENTS

Seek Allied For Talks on Arbitration

Rodgers Is Assigned to Make Proposal to Myers

To William F. Rodgers, Loew's distribution vice-president, has fallen the task of bringing Allied States Association into a conference with the Theatre Owners of America and distribution on the possibilities of formulating an industry-wide arbitration system.

One week ago 29 top executives of nine distribution companies and TOA met here to lay the foundation for an all-industry conference at which action could be taken in behalf of such an arbitration system. If Allied and the two distribution companies which declined to be represented at that meeting can be persuaded to send representatives to a future arbitration conference a long step will

(Continued on page 5)

Depinet Drive Starts In N.Y. Tomorrow

RKO Radio's 1951 "Ned Depinet Drive" will get under way in New York tomorrow at the company's exchange with a preliminary meeting being conducted by drive captain Len Gruenberg, Metropolitan district manager.

Those in attendance will also include Charles Boasberg, North-South division sales manager and his assistant, Cary Peppercorn; Phil Hodes,

(Continued on page 5)

Kansas City Group Elects 4 Directors

KANSAS CITY, Dec. 6.—Four new directors were elected for four-year terms at the first annual membership meeting of the Motion Picture Association of Greater Kansas City, held at the Santa Fe Mills Country Club. They are: Ed Harman, who operates a booking and buying agency; Howard Burkhardt, manager of Loew's Midland; Robert L. Conn, 20th Century-Fox office manager, and Felix Snow, IATSE international vice-president.

Elmer C. Rhoden of Fox Midwest and president of the unit, presided. Some 90 attended. The unit, which was formed on Feb. 6, 1950, now has more than 150 members.

Montague Is Cited By Massachusetts

Boston, Dec. 6.—A. Montague, Columbia distribution vice-president, has been cited for "outstanding services" to the Commonwealth of Massachusetts through contributions that have had "a stimulating effect on commerce, employment, education, entertainment and goodwill."

The citation, in the form of a scroll, was presented to Montague by Senator John E. Powers representing Gov. Paul A. Dever, and was signed by Edward J. Cronin, secretary of the Commonwealth.

Wilcox to Produce 3 Features in 1951

Herbert Wilcox

Herbert Wilcox will step up his production program for 1951 to three top-grade features, it was learned with Wilcox's arrival here yesterday from London on the *S. S. Queen Elizabeth.*

Accompanied by his wife, Anna Neagle, his other star, Michael Wilding, and by Eric Goodhead, managing director of the Wilcox producing company, he will attend Canadian and New York premieres of his new picture,

(Continued on page 5)

US May Agree to 'Short Extension' For Loew's Filing

WASHINGTON, Dec. 6.—A Justice Department spokesman said the government would probably agree to a "short extension" of the time for Loew's to file its divorcement plan with the New York Statutory Court.

The plan was due today, according to the interpretation of Justice officials. Loew's and Justice officials were in telephone communication late this afternoon, and then Justice officials indicated it expected to sign a stipulation tomorrow or Friday giving the film company additional time—probably 30 days, or less—to file its plan. They would not declare whether there were any strings attached or not. The New York Court must approve any stipulation agreed to by Justice and Loew's.

Last week extension orders were signed in New York Federal Court giving Warner until Jan. 15 to file its plan and 20th Century-Fox until March 5.

Pine, Thomas Boost 1951 Para. Schedule

William Pine and William Thomas will make an additional picture during 1951 for Paramount. Their contract calls for three top "A" films annually. Next year, however, they will make four.

Scripts are currently being prepared and all four will be in Technicolor. "Crosswinds" will start the new slate in mid-January, co-starring John Payne and Rhonda Fleming. Most of the filming will be done on location near Homosassa, Fla., with Lewis R. Foster directing. In March, "Hong Kong" will begin shooting. Winston Miller is preparing the

(Continued on page 5)

Daff to Develop 'Grass Roots' Policies for U-I

A study of local conditions, with the primary objective of developing "grass root" policies in the distribution of Universal pictures, is now being projected by Alfred E. Daff, director of world sales.

Daff, who will devote the next two months to a tour of exchange centers with Charles J. Feldman, sales manager, will endeavor to chart the release of pictures in line with local community conditions, holding discussions with Universal's sales personnel and exhibitors.

With vists to Eastern offices already

(Continued on page 5)

RKO May Go to 4 And 3-Day Changes

RKO Theatres in the metropolitan area after Jan. 1 may switch from the present policy of five and two-day weekly bookings to one of four and three days instead. The plan is now being studied and probably will be attempted, if only on an experimental basis. The program changes would be made Saturdays and Wednesdays.

General idea of the plan is that business could be improved if sufficient

(Continued on page 5)

Completion of RKO Divorce Due on Dec. 28

Hughes Would Trustee Theatre Stock Jan. 12

RKO's divorcement time-table now calls for the conclusion of all details of the separation of production and distribution from theatre operation on Dec. 28, effective as of Jan. 2, when the two new companies, RKO Pictures Corp. and RKO Theatres Corp., will begin business on their own. The New York Stock Exchange has approved listing of the new securities of both companies for trading following their issuance on Jan. 2.

Howard Hughes, controlling stockholder of RKO, has indicated that, subject to prior sale, he will ask the Federal Court here to appoint a trustee to receive the 929,028 shares of stock in the new theatre company. Hughes's petition will be made to the court within 10

(Continued on page 5)

Crescent Fights US Quiz on Expansion

NASHVILLE, Dec. 6. — Crescent Amusement Co. and affiliates, through its chief counsel George H. Armistead, has asked Judge Elmer D. Davies for the earliest possible hearing in U. S. District Court here of its petition for a restraining order against Department of Justice interrogations of each of seven defendants in the anti-trust suits as to their acquisition, construction and operation of theatres

(Continued on page 5)

New Rio Trust Suit Slated for April 4

CHICAGO, Dec. 6.—Federal Judge John Barnes set April 4, 1951, for trial in the anti-trust suit brought by the New Rio Theatre against Balaban and Katz, Warner, Paramount, Loew's, RKO, 20th-Fox, Columbia, Universal, United Artists, Republic and Monogram. The case has been set for trial six times since it was filed May 7, 1947.

The 1,200 seat independent theatre on Chicago's Northwest side is asking $1,200,000 damages, charging that the defendants violated the Sherman Anti-Trust Law by conspiring together to keep first run product out of the New Rio since March, 1943.

Personal Mention

E. M. SAUNDERS, M-G-M assistant general sales manager, left here yesterday for Kansas City where he will join CHARLES M. REAGAN, sales executive, who left here several days earlier.

•

A. W. SCHWALBERG, Paramount Film Distributing Corp. president, visited the Dallas branch yesterday after attending the New Orleans convention of Allied Theatre Owners of the Gulf States. He is scheduled to return to New Orleans over the weekend for another regional meeting with Paramount bookers.

•

MAURICE M. WOLF, assistant to H. M. RICHEY, head of exhibitor relations for M-G-M, is scheduled to speak today before the Parent Teachers Association in Brooklyn.

•

PAUL RAIBOURN, Paramount vice-president in charge of budgets and planning and television, will speak before the Canadian Television Conference today in Toronto.

•

MAX E. YOUNGSTEIN, in charge of national advertising-publicity for Paramount, returned here yesterday from New Orleans.

•

CARL FISHMAN, daily newspaper contact for Loew's Theatres, is convalescing at his home from a recent heart attack.

•

S. SAMUEL SELSKY, owner of the Studio Courcelles cinema in Paris, is in New York on a business trip.

Depinet, Gamble In Town, Talks Pend

Both Ned E. Depinet, president of the Council of Motion Picture Organizations, and Ted R. Gamble, Theatre Owners of America committee chairman, who has been assigned to confer with the former relative to TOA proposals for COMPO board changes, were in New York yesterday. However, they did not confer yesterday and no date was set for a conference.

Gamble, who returned yesterday from the Coast, has indicated that his committee has left it up to Depinet to set a date for a meeting. It is considered likely that a conference date will be set today.

350 Attend Funeral Here for McGuinness

A solemn high requiem mass was held here yesterday at St. Patrick's Cathedral for the late James K. McGuinness, 57, producer, who died of a heart attack in New York on Monday. Burial was in Gate of Heaven Cemetery at Valhalla, N. Y.

The funeral was attended by some 350, among them John Ford, Herbert J. Yates, James R. Grainger, Martin Quigley, Westbrook Pegler, George Sokolsky and Bob Considine.

Jolson Widow Gets Defense Award

Washington, Dec. 6.—A special posthumous award of the Medal of Merit to the late Al Jolson was made here today by the Defense Department.

The award, for the star's repeated troop entertainment trips, will be made to Mrs. Jolson and her three-year-old son by top Pentagon officials.

Seven More to Aid 'Brotherhood' Week

Seven additional industry executives have accepted appointments as exchange area publicity chairmen for "Brotherhood Week," Feb. 18-25, according to Max E. Youngstein, national chairman of advertising and publicity for the motion picture division of the National Conference of Christians and Jews. Area appointments now total 18, he reports.

The new publicity charimen are: Frank La Falce, Warner Bros. Circuit Management Corp., for the Washington area; Charles M. Pincus, Intermountain Theatres, Salt Lake City; John Hesse, Warner Brothers Circuit, New Haven; Thornton Sargent, National Theatres, Los Angeles; Bob Moscow, Rialto Theatres, Atlanta; Jack Matlack, J. J. Parker Theatres, Portland, Ore., and William T. Hastings, RKO Orpheum Theatres, for the Denver area.

Philadelphia Suit Filed Against NSS

PHILADELHIA, Dec. 6.—Another anti-trust suit against National Screen Service and major film companies was filed here by Harry Vogelstein of the Baltimore Poster Co. The action is the seventh started in this district by independent poster renters.

In the first four actions plaintiffs' motions for summary judgment are pending. Argument on these motions, originally scheduled for Dec. 11, was postponed at the request of defendants' counsel until the week of Jan. 29.

Not All Drive-Ins Are First-Runs: Levy

The recent Philadelphia Federal Court decision in the Allentown, Pa. drive-in case against major distributors does not mean that every drive-in is automatically entitled to a first-run, Herman Levy, Theatre Owners of America general counsel, states in a review of the decision released here.

Whether individual drive-ins are entitled to first-run is something which has to be decided separately in each case, Levy concludes.

RKO's Poe in Germany

BERLIN, Dec. 6.—Seymour Poe of RKO, New York, has arrived here to confer with Eric Pleskow, Sol Lesser Productions representative in Germany and Austria, and Herbert Horn, RKO manager for Germany,

Syracuse Exhibitors May Escape Tax

SYRACUSE, N. Y., Dec. 6.—Although the City Council some weeks ago passed a bill putting a five per cent city tax on admission tickets, to go into effect Jan. 1, developments in the last few days have given local exhibitors a ray of hope that the discriminatory tax may not go into operation as planned. According to Oscar A. Doob of Loew's, who was in town yesterday canvassing the tax situation, there now is a bare possibility that at next Monday's session of the City Council it may be admitted that the admission tax and utilities tax, already passed, are not nearly sufficient to meet the city's financial needs and that a one per cent general city sales tax may be proposed to replace the admission levies. Exhibitors, who staged a battle last October to avoid the ticket tax, are renewing their efforts in the hopes of converting councilmen prior to the Monday meeting. The ticket tax was passed by a 6 to 3 vote. The tax is involved in a hot municipal political conflict in which a Republican council is at odds with a Democratic mayor, while the city is so short of funds that fire department stations are being closed.

TOA Strategy Group Meets Today on TV

Theatre Owners of America executives and the organization's theatre television advisers will meet here today for a conference on the strategy to be employed by TOA at the Federal Communications Commission hearing on Monday in Washington on allocations of inter-city TV relay facilities.

Today's meeting will be attended by Gael Sullivan, TOA executive director; Stuart Bailey, Washington video engineer retained by TOA; Marcus Cohn, TV counsel; Nate Halpern, television consultant; Leonard Goldenson, United Paramount Theatres president; Si H. Fabian, head of Fabian Theatres, and Franc C. Walker, head of the Comerford Circuit. Bailey and Cohn attended a pre-hearing conference conducted by FCC examiner Hugh Hutchinson in Washington last Monday.

TESMA, TEDA, TOA May Meet in N. Y.

A committee was appointed yesterday to investigate the possibility of holding in New York the joint contemplated convention of the Theatre Equipment and Supply Manufacturers Association, the Theatre Owners of America and the Theatre Equipment Dealers Association. Washington is also being considered as a possible site for the meeting, to be held next November.

On the committee are Oscar Neu, TESMA president; Lee Jones, TESMA board member and Chick Lewis. The representatives of the three groups met at a luncheon here yesterday. Others present were Walter Reade, Jr., Gael Sullivan and Si Fabian.

Managers Solid Citizens: Mayer

To show the kind of information that might be obtained in a national survey, a compilation of answers to 150 questionnaires circulated among managers of the Interstate Circuit of Texas has been distributed to the members of the Council of Motion Picture Organiztaions' executive committee here, which has under [illegible]nsideration a plan to distribute the [illegible]tionnaires nationally.

The answers to the Texas questionnaire, according to Arthur L. Mayer, COMPO executive vice-president, show the theatre manager to be a solid citizen of his community. Of the total, 116 said they were church members, most of them belong to their local Chamber of Commerce, Rotary or other service clubs, and many engage in other civic activities. The compilation shows that the average Interstate manager is in his 30's, is probably a war veteran, married, and has one child.

The questionnaire answers revealed that Interstate Theatres were active during the last year in promoting patriotic and charitable efforts. Of the 150 answering, 134 participated in welfare campaigns, divided as follows: Red Cross, 105; Community Chest, 97; cancer, 89; polio, 102; American Heart Association, 87; cerebral palsy, 106; Salvation Army, 31; local hospitals, 24; religious groups, 34.

In reply to a question as to the use of theatres for community gatherings, 21 said their theatres were put to such use regularly, 70 occasionally, and 55 replied in the negative.

Oboler Completes His 'Secret' Atomic Film

HOLLYWOOD, Dec. 6.—Arch Oboler today announced completion of his secretly-produced feature, "Five," written, directed and produced by himself with unknown players portraying five persons left in the world after atomic dust has razed the present civilization.

In two weeks Oboler will take a print to New York where he will negotiate for distribution of the picture.

Collect Gifts Here For Korea Troops

Christmas gifts for the 1st Cavalry Division and other U. S. troops fighting in Korea are being collected in the lobby of the Mayfair Theatre here and are being flown to the Coast for Army shipment to the front.

Cooperating with the theatre in the project are Republic, distributor of "Rio Grande," the picture now playing at the Mayafir, and the New York *Daily News*.

Al Tamarin to Lecture

Al Tamarin, director of publicity for United Artists, here, will deliver the first lecture today at the opening session of the American Theatre Wing training program publicity course. The course will be taught by various publicists of the film industry and others.

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WARNER BROS.'

WEST POINT STORY

HELD OVER!

JAMES **CAGNEY** VIRGINIA **MAYO** DORIS **DAY** GORDON **MACRAE** GENE **NELSON**

"THE WEST POINT STORY" with ALAN HALE, JR. Directed by ROY DEL RUTH Produced by LOUIS F. EDELMAN

Screen Play by JOHN MONKS, JR., CHARLES HOFFMAN & IRVING WALLACE From a Story by Irving Wallace • Original Songs by Jule Styne and Sammy Cahn • Musical Direction by Ray Heindorf • Dance Numbers Directed by LeRoy Prinz

WARNER BROS.'

Breakthrough

HELD OVER!

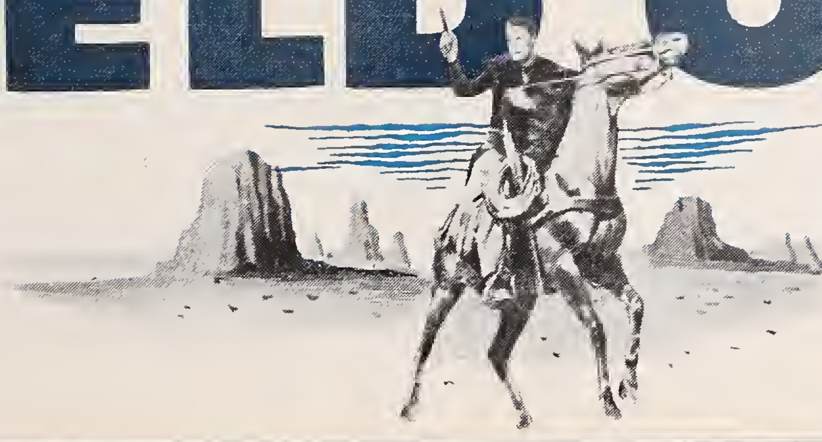
"BREAKTHROUGH" Starring **DAVID BRIAN** ☆ **JOHN AGAR**
FRANK LOVEJOY ☆ and beautiful **SUZANNE** Directed by LEWIS SEILER • Produced by BRYAN FOY
Screen Play by BERNARD GIRARD and TED SHERDEMAN • From a Story by Joseph I. Breen, Jr.

WARNER BROS.'

DALLAS

COLOR BY TECHNICOLOR

HELD OVER!



GARY COOPER RUTH ROMAN STEVE COCHRAN

"DALLAS" with RAYMOND MASSEY • BARBARA PAYTON Directed by STUART HEISLER
Produced by ANTHONY VEILLER Music by Max Steiner Written by JOHN TWIST

NEWS in Brief . . .

"THE Bird of Paradise" merchandise promotion will effect one of the largest store-tie-up in the history of both motion picture and the fashion industries, with over 300 department stores from Coast-to-Coast slated to exhibit 41 different types of merchandise inspired by the film, it was announced here by 20th Century-Fox.

•

Among the special promotions which will highlight the international release of M-G-M's "King Solomon's Mines" are: Widespread use of 16mm. trailers in color, extensive campaigns in schools and colleges with the cooperation of Belgian and French Colonial Offices, and exhibitions of diamond collections in theatre lobbies and window tieups.

•

The appointment of John K. Herbert as general sales manager for the radio network of National Broadcasting has been announced by NBC president Joseph H. McConnell. Herbert joined NBC on Sept. 5 after 12 years with Hearst Magazines, Inc. He left the post of vice-president and general advertising manager of Hearst to become assistant to McConnell. At the same time, McConnell announced that Harry C. Kopf, vice-president in charge of radio sales, will be transferred to Chicago to head NBC's expanding radio and television operations.

•

Robert Stillman's "The Sound of Fury" has been purchased by the motion picture division of the Department of Defense, it was announced here yesterday by United Artists, distributors of the film. It will be shown at all Armed Forces camps and stations throughout the world.

•

DETROIT, Dec. 6.—United Detroit Theatres has leased the 3,400-seat Broadway Capital Theatre to Sol Korman of Korman Theatres, UDT president Earl J. Hudson, announced. "It is part of the plan of reorganizing our theatre operating structure in Detroit," Hudson said.

Korman will open the theatre on a 24-hour policy beginning tomorrow.

See Agreement on Television Relays

WASHINGTON, Dec. 6.—The four major television networks and the American Telephone and Telegraph Co., it is reported here, are close to an agreement on the use of inter-city television relay facilities, and will probably ask the Federal Communications Commission to postpone for another week the hearings slated to start Monday.

These are the hearings at which 20th Century-Fox and the Theatre Owners of America have intervened to safeguard use of the facilities for theatre television.

Mrs. Rathvon in Boston

BOSTON, Dec. 6.—Mrs. Helen Rathvon, producer, arrived here today for the world premiere of her "The Sun Set At Dawn," opening at the Paramount and Fenway tomorrow. Phillip Shawn star of the film, will make personals at both houses.

Reviews

"The Redhead and the Cowboy"

(Paramount)

GLENN FORD, Edmond O'Brien and Rhonda Fleming team up in starring roles to give a well conceived and well executed Western the sort of marquee value that is likely to reflect to the advantage of the box-office. Adequate exploitation of the possibilities inherent in the title and of the film as a whole should serve to guarantee a good grossing achievement. Produced by Irving Asher and directed by Leslie Fenton, the picture has for its setting the New Mexico Territory in 1865, a time when spying and counterspying by Union and Confederate forces were as significant to the outcome of the Civil War as was the fighting on the field of battle.

"The Redhead and the Cowboy" is all about spying and the extent to which that activity on the part of a pretty saloon entertainer catapults a smitten cowhand into a maze of intrigue. Amply provided with hard riding, brisk gunplay and romantic by-play, the screenplay by Jonathan Latimer and Liam O'Brien was transformed into a film which should have more or less universal audience appeal.

Ford and the others who spend much of their time in the saddle, with the possible exception of Miss Fleming, really look the part of weather-beaten, sweat-soaked inhabitants of the open plains. The story waxes quite fanciful from time to time, but for the most part there is enough believability about the proceedings to keep audience excitement at a high pitch. The outdoor photography of Daniel L. Fapp is truly first-rate. Supporting roles are handled by Alan Reed, Morris Ankrum, Edith Evanson, Perry Ivins, Janie Perreau, Douglas Spencer and others. The script was based on a story by Charles Marquis Warren.

Running time, 60 minutes. General audience classification. For March release.

CHARLES L. FRANKE

"Hue and Cry"

(Ealing Studios—Fine Arts)

THAT remarkable quality of sharp characterization which is the mark of fine British films is amply present in "Hue and Cry." Modestly produced, the picture is rich in humor and insight. It should prove a delectable morsel to the discriminating filmgoer. There are no top marquee names, although Alastair Sim, a capable actor indeed, enjoys a measure of popularity on these shores. He plays an eccentric mystery writer.

A mere recitation of the plot would not do justice to the many shining vignettes and comic touches that make the film so enjoyable. With London as the locale, there is some fine realistic photography of bombed-out buildings and rubble heaps that are the city's war scars.

Harry Fowler plays a 15-year-old boy who is addictd to reading hair-raising adventures in "comic" books. One day while going through his accustomed rounds he catches a glimpse of a group of fur thieves at work. He is struck by the fact that everything about the thieves parallels a comic-book story. A series of exploits follow when it is learned that the thieves use the comic-book as a sort of secret house organ to disclose their activities to one another. Further complicating matters is the fact that police inspector Jack Lambert is in league with the culprits. The youth has a tough time in nailing the criminals but that he finally does. The ending has been adroitly manipulated by director Charles Crichton. In it a flood of children from all directions descend on the outlaws to give them a pummeling. An Ealing Studios Production, it was produced by Michael Balcon, from the screenplay by T. E. B. Clarke.

Running time, 82 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

"Lightning Guns"

(Columbia)

CHARLES STARRETT is back in the saddle as "The Durango Kid" and Smiley Burnette is lending nice support on the musical side. Interlaced with the usual quota of shooting, fighting and riding, "Lightning Guns" emerges as the usual Starrett Western.

In this one, William Bailey and Edgar Dearing, ranchers in Piute Valley, are at odds over a dam that the former is constructing to develop the valley. Dearing's son is sheriff of the town. When his father, who opposes construction of the dam, is charged with murder of the local banker financing the project, the sheriff is forced to jail him. Starrett clears Dearing and proves that the town storekeeper is the brains behind the gang trying to destroy the dam. The sheriff marries Bailey's daughter and the former rivals shake hands and decide to work together to improve the valley.

Victor Arthur wrote the screenplay, Colbert Clark produced and Fred F. Sears directed.

Running time, 55 minutes. General audience classification. December release.

Sam Lake to Handle 'Cisco Kid' Films

Sam Lake has been appointed producer's representative for Inter-American Productions, and will handle the company's series of "Cisco Kid" films released through United Artists, it was announced by Philip N. Krasne, president of Inter-American.

Lake will make his headquarters in New York City.

3 Governors Pay Tribute to WB Film

The Governors of Maryland, Virginia and North Carolina will appear on the screen in a special prologue to Warner's new "Highway 301," the story of the smashing of the notorious tri-state gang. The chief executives of the states in which the gang operated pay tribute to the film's "dramatic contribution to the public good."

Short Subject

"Seven Cities of Washington"

(This Is America—RKO Radio)

An interesting, sight-seeing tour of the nation's Capital appears in the latest of This Is America series. It is stated that Washington is [illegible] just one city, but practically seven, hence the subject's title.

Most of the architectural highlights of the city are shown and much of its social life. The international Press Club, with headquarters in the city is given prominent footage. Shown is a Presidential press conference with correspondents filing into the White House for the story that will carry a Washington dateline all over the world. Running time, 15 minutes.

Ask for Tax Shift To Municipalities

WASHINGTON, Dec. 6.—The American Municipal Association today went through the motions of adopting a resolution calling on the Federal government "to make the (U.S.) admission tax available to all municipalities which wish to use it."

The AMA suggested either complete withdrawal of the Federal government from the admission tax field or adoption of a credit device whereby theatre owners could deduct from the 20 per cent levy they have to pay the Federal government any tax they have to pay states or municipalities. This last scheme might benefit the industry, since it, in effect, would put a 20 per cent ceiling on all admission taxes—Federal, state and local—while now state and local taxes are levied on top of the 20 per cent Federal tax.

The whole matter seems pretty academic now, since, of course, the Treasury needs more revenue and will vehemently oppose any proposal to reduce Federal revenue.

Bertero Deposition Begins In Frisco

SAN FRANCISO, Dec. 6.—The deposition of John Bertero, National Theatres attorney, in the Samuel Goldwyn $6,750,000 damage suit against Fox West Coast Theatres began here today in Federal court.

One of the highlights was Bertero's refusal to answer whether Charles Skouras, president of National Theatres, personally owned any candy supply houses. The deposition will continue tomorrow. James Mulvey, president of Samuel Goldwyn Productions, is in this city for the next several days in connection with the case.

Hurrell Forms New TV Film Firm

HOLLYWOOD, Dec. 6.—Formation of Hurrell Productions, Inc., headed by photographer George Hurrell, has been announced. The company will engage in the production of both animated and live-action pictures for television and commercial uses.

Officers of the company, besides Hurrel, who is president, include: Roy O. Disney, vice-president, and Gunther R. Lessing, general counsel.

Daff Says

(*Continued from page 1*)

under way, Daff has requested all branch and district managers to prepare, prior to his visit, a complete index to business conditions so that Universal may more readily implement a policy of cooperation with exhibitors who are minded to attack local problems in collaboration with Universal's sales organization.

"In enunciating this point, Daff stated that only through such collaboration can the recession in theatre receipts be fought intelligently," said a company statement.

"We must realize," Daff declared, "that any local problem must be attacked both by exhibitors and distributors.

"My experience in the world markets, where adversities are the rule rather than the exception, convinces me that frank discussion, held in the interest of industry progress, can do much to help ameliorate territorial and local problems.

"Being firm in this belief I want our local offices to have sufficient autonomy to recommend local sales policies and to offer suggestions of mutual benefit.

"Preparatory to such a program, it is important that exhibitors impart to our branches, ideas that would be helpful in establishing a grass roots policy that not only would advance better exhibitor-distributor relations but also serve to advance the welfare of our industry.

Branch Offices

"This means that our branch offices must be aware of all those things that will increase business and must be frank to talk over the table to exhibitors about these matters.

"Exhibitors, who would appreciate such grass roots policy must also realize that they have a responsibility to our pictures and should create auspices that will tend to increase patronage, so we can both get a reasonable return from the pictures. I believe we are entitled to suggest to exhibitors that the same amount of diligence and energy be expended in the promotion of pictures as they demonstrate in the buying of them. This means that exhibitors should see pictures and base their opinions of them after viewing them."

Depinet Drive

(*Continued from page 1*)

New York Branch manager; Milton Yeoman, office manager; salesmen Herman Silverman, Charles Penser, Lou Kutinsky, John Dacey and Ted Krassner; bookers Dorothy Post, William Hartman, Irwin Levinson and Charles Raffaniello, field man Hal Olver.

The drive, 14th in the annual series, as announced by Robert Mochrie, sales vice-president at RKO's sales meetings at the Hotel Warwick this week, will extend over a 27-week period, from Dec. 22 to June 28.

SECRETARY WANTED

Major motion picture distributing company has key Secretarial opening. Requirements knowledge domestic sales top flight ability in dictation, bright alive personality and appearance. Age 28-35. Proven ability to withstand pressure on executive level. For personal interview send resume. Box 449, Motion Picture Daily, 1270 Sixth Ave., N. Y. 20.

Talks on Arbitration

(*Continued from page 1*)

have been taken toward setting up machinery for settling exhibitor-distributor disputes out of court, industry observers agree.

Rodgers, whose appointment as liaison resulted from last week's meeting, is expected to confer directly with Abram F. Myers, Allied general counsel and board chairman, in Washington. Myers is on record as being skeptical of the efficacy of systems of arbitration, and it is generally felt, therefore, that getting Myers to agree to send representatives to a future arbitration conference will be no minor achievement on Rodgers' part.

On the other hand, there are many who believe there is considerable sympathy within Allied ranks for arbitration, and that Myers therefore will take the view that the organization has nothing to lose from sitting in on a conference.

Only Eagle Lion Classics and United Artists, of the 11 distributors invited by TOA to participate in last week's meeting, were not represented. There is expected to be no difficulty in getting ELC to send a representative to a future arbitration meeting, however, since William J. Heineman, ELC distribution vice-president, has described himself as being in favor of arbitration as such and willing to go along at least tentatively with any system which may be set up. There will continue to be a question whether UA would participate.

The consensus of the meeting last week was that efforts should be made to obtain the active participation and cooperation of exhibitors and distributors generally in the consideration and formulation of an all-industry arbitration program. It is expected that if Allied comes in, other exhibitor organizations, such as the Pacific Coast Conference of Independent Theatre Owners and the Metropolitan Motion Picture Theatres Association, will indicate willingness to join in a future conference.

Almost immediately following last week's meeting, the Independent Theatre Owners Association of New York voted to join in the efforts looking toward the establishment of an industry-wide arbitration system.

Wilcox to Make 3

(*Continued from page 1*)

"Odette," before returning to London Dec. 16 on the *Queen Mary*.

Two of Wilcox's 1951 productions, "Derby Day" and Somerset Maugham's "Caesar's Wife," will star Miss Neagle and Wilding. In the third. "Lilian Baylis," a dramatized history of London's Old Vic Theatre and the Sadler's Wells Ballet, Dame Edith Evans will play the lead.

American Distribution

Goodhead is scheduled to set up American distribution for the picture while in New York. They will be distributed in Great Britain by British Lion. None of Wilcox's product will be financed in any part by the British government's Film Finance Corp. The producer states he is able, and prefers, to make his pictures with his own resources.

Wilcox and Miss Neagle left here last night for Montreal where "Odette" had its Canadian premiere. They will attend the opening in Toronto tonight and are scheduled to return to New York tomorrow. Wilding will leave for Hollywood where he will be co-starred in M-G-M's "The Law and Lady Loverly" with Greer Garson.

RKO May Go To

(*Continued from page 1*)

strong attractions are available for any length of time. Under such conditions, program drawing power would be at its maximum throughout the week. Indifferent attractions, however, probably could not sustain the policy for long.

Insofar as could be learned yesterday, RKO is the only metropolitan circuit considering the plan. A Loew's circuit official said it was not under consideration by that company.

RKO Theatres also is returning this year to the sale of gift books of tickets for the first time since 1944. Most other circuits have pushed the book ticket sales regularly, with special emphasis placed on their suitability as Christmas gifts.

RKO Divorcement

(*Continued from page 1*)

days of delivery to him of the securities, presumably on or before Jan. 12.

Physical separation of the RKO picture and theatre companies at the home office will not be as complete as that achieved by Paramount a year ago, where no joint facilities of any kind were continued by the new companies. Due to the fact that RKO's lease on the home office quarters in the RKO Building has only two more years to run, certain vaults and equipment used by the accounting and legal departments of the present parent company will not be disturbed because of the appreciable costs which would be involved and which might not be warranted under the circumstances. The joint facilities involved are confined to small portions of the fourteenth and sixteenth floors and their separation or replacement would involve a cost of $150,000 or more, costs which might have to be reincurred in the event that either or both of the companies removed its offices from the present quarters on the termination of the lease two years hence.

Refinancing Problem

No refinancing problem is envisioned by the new picture company despite the fact that the divorcement automatically requires liquidation of the company's current revolving bank credit. The $10,000,000 which will be paid to the picture company by the theatre company under the divorcement plan will pay off the outstanding bank loan and will leave the new picture company a balance of $1,500,000, apart from other cash resources. Current receipts thereafter could be adequate to carry the company without new financing but should a new revolving fund be considered desirable, observers are agreed that the new RKO Pictures Corp. should have no difficulty arranging such financing, even though it might call for payment of slightly higher interest rates than the present credit on that portion of the revolving fund which might be borrowed.

Sarnoff Medal for Top TV Engineering

Establishment of the David Sarnoff Gold Medal as an annual award for an outstanding contribution to video engineering will be announced here today by Earl I. Sponable, president of the SMPTE.

The award was proposed by Frank M. Folsom, RCA president, and was named for Sarnoff, RCA board chairman. It will constitute TV engineering counterpart of the Society's Samuel L. Warner Memorial Award, established by Warners years ago for outstanding work in film sound engineering.

Crescent Fights

(*Continued from page 1*)

since the Federal court decision in the case, handed down May 17, 1943.

It is the contention of attorneys for the defendants that the 1943 order for divestiture has been fully complied with and that no theatres have been acquired or constructed without permission from the Nashville Federal court, in compliance with its order. Only recently such permission was granted for the building of new Crescent houses in Fayetteville and Manchester.

Only One Answers

Only one defendant, the Cherokee Amusement Co., has answered the interrogation of the D. of J. attorneys. Its president, W. H. Parrott, stated that in compliance with the court order on July 15, 1946, his circuit purchased a 50 per cent interest in Cherokee from Rockwood, 25 per cent interest in Cherokee from Newport Amusement, and a one-eighth interest in Newport. He also stated that between May 17, 1943, and January 1, 1950, his company acquired 12 theatres in Tennessee and North Carolina, but that in only one situation, at Oneida, Tenn., is there competition..

The interrogation directed to R. E. Baulch, president of Crescent, has been answered by reference to the original action of the court in dismissing the suit against him. Other defendants against whom interrogations have been directed are: Muscles Shoals Theatres, Louis Rosenblum and Kermit C. Stengel, executive vice-president of Crescent.

Para. Schedule

(*Continued from page 1*)

screenplay for the film, "Hong Kong."

The third film is "The Rebel," a post-Civil War story of the South. Miller is also slated to write this script. The fourth is the newly-announced "High Tension," novel by William Wister Haines, author of "Command Decision." John Payne and Ronald Reagan will star with an important leading lady to be selected.

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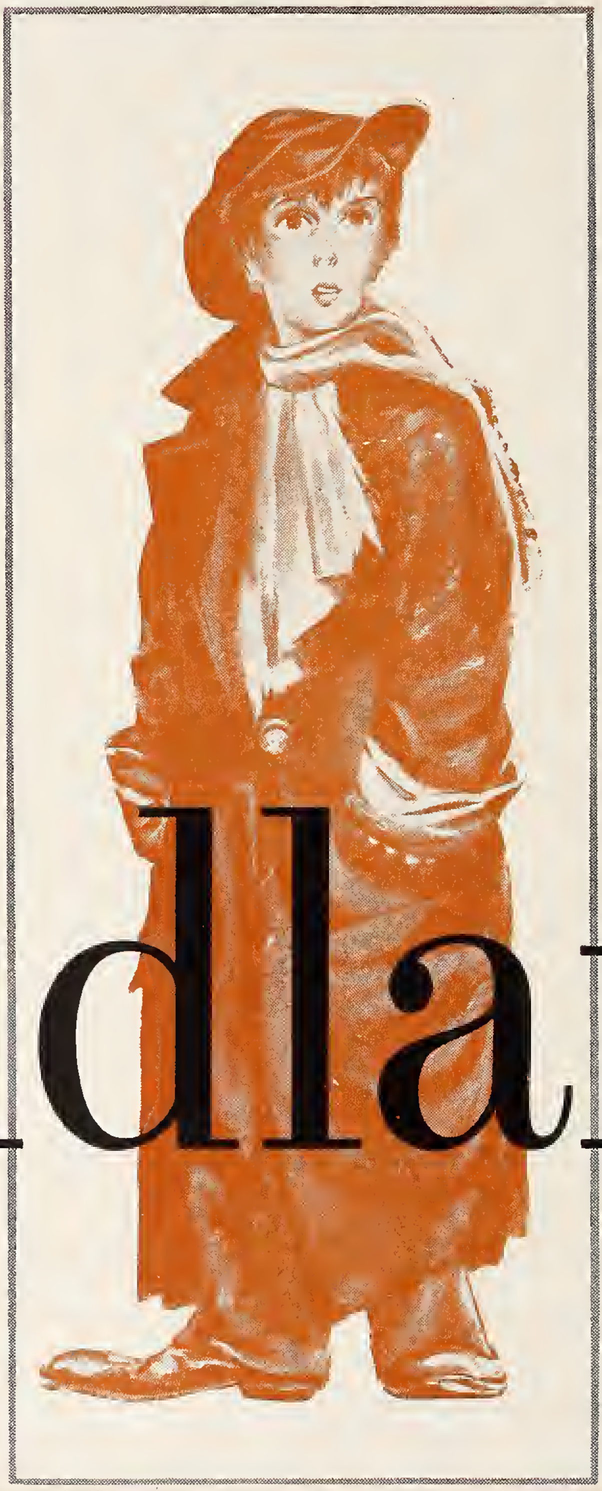

the Mudlark

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to open
the new
Wometco Carib
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States' Film Censors Weigh TV Inclusion

Judicial or Legislative Action Would be Needed

Problems faced by the states of Kansas, Maryland, New York, Ohio, Pennsylvania and Virginia with respect to the possible need for censoring large-screen theatre television performances were discussed here yesterday by the 17 representatives of the motion picture censor boards of those states at a meeting sponsored by the Motion Picture Division of the New York State Education Department.

The delegates agreed that television performances on theatre screen are sufficiently similar to regular film exhibitions in theatres and that, therefore, they could be deemed eligible for inclusion in the sphere of activity of state film censor boards. To bring about such inclusion, however, judi-

(*Continued on page* 4)

Kent Sees Better US Position in UK

American companies will be in a much better position in England if current economic conditions continue, Lawrence Kent, 20th Century-Fox nominee on the Gaumont British board declared here yesterday on his arrival on the *S. S. America.*

Business now is much better than last year, Kent said, adding he anticipates "American companies in the future will take out greater percentages than now, barring a blow-up."

Kent, who said he is here "strictly on a holiday," attributed the improvement of business principally to the

(*Continued on page* 4)

Brylawski Head of Capital 'Dimes' Unit

Washington, Dec. 7. — A. Julian Brylawski of Warner Brothers, will serve as chairman of the amusement division for the March of Dimes campaign in the District of Columbia area. The post had been held in recent years by the late Cartner Barron, who died Nov. 16.

Adults' and Children's Admission Prices Rise Again, U. S. Reports

Washington, Dec. 7.—The U. S. Bureau of Labor Statistics figures on large city admission prices, which have been zigzagging up and down over the past three years, rose again during the third quarter of 1950.

The Bureau collects figures quarterly on prices in 18 different large cities, then weighs them to reflect trends in the 34 largest U. S. cities.

At the end of September, the Bureau reported today, the combined index of adult and children prices was 69.5 per cent above the 1935-39 average, while the figure for adult prices alone was 71.3 per cent above the base period and the children's price index was 58.2 per cent above the 1935-39 figure. All three figures were higher than the June figures, which were 168.6, 170.5 and 157.3 per cent, respectively.

Century Says Patrons Okay TV Newsreel as Test Ends

Century Theatres' experimental telecast of NBC's "Camel News Caravan," initiated on Nov. 13 at its theatre TV-equipped Queens and Marine theatres, received the approval of an "overwhelming majority" of patrons, according to the preliminary results of an audience survey announced here yesterday by Leslie R. Schwartz, general theatre manager for the circuit.

Of 762 partons interviewed, 70 per cent answered "yes," 18 per cent answered "no," and 12 per cent were indifferent to the question: "Did you enjoy the large screen theatre television showing of John Cameron Swayze's news program?" Schwartz said.

Schwartz said that results "would indicate a possible future direction for up-to-the-minute presentation of news and events in theatres by motion picture newsreel companies by theatre television."

Schwartz said the initial test program concluded was picked up directly from NBC complete with advertising, and that further studies of audience reaction obtained from the survey will be studied by all parties concerned:

(*Continued on page* 4)

Lipton Made Univ. 'V-P'

David A. Lipton, national director of advertising, publicity and exploitation for Universal Pictures, has been named a vice-president of the company, it was announced yesterday by N. J. Blumberg, president.

David A. Lipton

Lipton's elevation to a vice-presidency was approved by the board of directors at its meeting yesterday.

In announcing the appointment, Blumberg issued the following statement:

"Our board of directors, in electing

(*Continued on page* 4)

Adelman Venue Ruling In Offing

Philadelphia, Dec. 7.—By a five-to-two decision of the U. S. Circuit Court of Appeals here, Federal Judge Richard S. Rodney at Wilmington will decide on the merits of a defense motion whether the anti-trust suit brought by the Tivoli Realty Co. and I. B. Adelman against Interstate Circuit and eight major distributors may be transferred from Wilmington Federal Court to Dallas.

Interstate and the distributors had

(*Continued on page* 4)

Para. Adds Two to 'Security Service'

Two new Paramount productions have been added to the list of features available to "Security Service" accounts, it was announced here yesterday by E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp. The pictures are "At War With the Army," starring Dean Martin and Jerry Lewis, set for January release, and "The Mating Season," set for March release.

Paramount's security service con-

(*Continued on page* 4)

Depinet Gets Compo Board Change Offer

Secret Confab Held Here With TOA's Gamble Unit

Theatre Owners of America's proposals for changes in the executive board of the Council of Motion Picture Organizations were delivered yesterday to Ned E. Depinet, COMPO president, at a two-hour meeting here with the special TOA sub-committee headed by Ted R. Gamble.

Not only were the matters discussed at the meeting held in strictest secrecy but it was intended that the fact that the conference took place should not become known publicly until after COMPO and TOA officers and board members had a chance to discuss the proposals at separate parleys.

It has been generally accepted that on the reaction by the COMPO board

(*Continued on page* 4)

Wallerstein B & K General Manager

Chicago, Dec. 7.—David B. Wallerstein has been named vice-president and general manager of the Balaban and Katz Corp., succeeding the late Walter B. Immerman, it was announced by John Balaban, president of the circuit.

Wallerstein, since 1947 a vice-president of Great States Theatres and division manager for the Central and Southern Illinois and Indiana divisions, will retain supervision over B. and K. subsidiary operations while he takes over the top local executive position.

The new vice-president and general

(*Continued on page* 4)

Industry Tableau at Impellitteri Dinner

The 50-year growth of New York City and the motion picture theatre industry will be the subject of a dramatic presentation to be given at the Mid-Century tribute dinner to Mayor Vincent Impellitteri, sponsored by New York exhibitors, on Dec. 18 at the Astor Hotel.

Mass. Would Censor Films, TV and Radio

Boston, Dec. 7.—A bill has been filed in the state legislature by State Senator William J. Keenan of Boston for "the establishment of a state board to scrutinize all television, radio, motion picture and stage shows."

Warner's 'Highway' Opens in 100 Houses

Warner's "Highway 301" teed-off with "world premiere" festivities in 100 theatres in Maryland, Virginia and North Carolina yesterday. Special campaigns, supervised by Mort Blumenstock, the company's vice-president in charge of advertising and publicity, heralded the picture's bow in each theatre.

The basic campaign was based on the picture's theme of the exploits of the Mais-Legenza gang that terrorized the tri-state area in the early 1930's.

Warner's home office publicity-advertising department aided the openings by furnishing each theatre with specially-prepared service kits which included publicity, advertising and promotional aids. Special trailers, lobby and window display cards were also included in the kit. All newspaper copy and radio spots were specially prepared with a slant towards local law enforcement agencies in the participating cities and states.

20th Says Its Films Will Not Be TV'd

Twentieth Century-Fox's home office stated yesterday that it has received inquiries from exhibitors here and in the field concerning reports that it contemplated making available some of its older features for telecasts. This was denied by a company spokesman who said that 20th still stands by its original policy of participating in television exhibition only when it can be applied to theatres.

Sisk to Warner After 9 Years with MGM

HOLLYWOOD, Dec. 7.—Jack L. Warner, executive producer, has concluded a term deal whereby Robert Sisk, now and for the past nine years an M-G-M producer, moves to Warner Brothers in the same capacity upon the completion of two current productions, "Across the Wide Missouri" and "It's A Big Country." It is expected that Sisk will move over to Warner in January.

Lundigan Guest of Allied

CHICAGO, Dec. 7.—William Lundigan, 20th Century-Fox star, will be an honored guest at the Allied Theatres of Illinois dinner in Chicago on Dec. 15. The event will salute Jack Kirsch, president of the organization, and will climax the exhibitor group's annual convention.

Personal Mention

LEONARD GOLDENSON, United Paramount Theatres president, was feted at a birthday party here yesterday by United Paramount executives in the company's home office dining room.

•

MRS. GUS HARRIS, partner in Mercury Film Laboratories here, announces the engagment of her daughter, DIANE, to THOMAS ALAN LAWSON.

•

ALICE NEAL, Warner Brothers office manager in Omaha, is recovering from lockjaw at St. Catherine's Hospital there.

•

ARTHUR M. LOEW, head of Loew's International, is due back here Monday from a visit to the Coast studios and a stopover at Tucson.

•

M. L. SIMONS, editor of M-G-M's *Distributor* and assistant to H. M. RICHEY, M-G-M exhibitor relations head, has returned here from Boston.

•

MAX J. ROSENBERG, president of Classic Pictures, is recovering from an emergency appendectomy at Lebanon Hospital.

•

DAVE GOLDING, 20th-Fox publicity manager, has returned here from Washington.

•

H. M. RICHEY, in charge of M-G-M exhibitor relations, returned here yesterday by plane from New Orleans.

•

MORRIS HELPRIN, US president of London Films, is due back here from London today.

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has returned to Atlanta from New York and Washington.

•

JACK F. O'BRIEN, manager of RCA theatre equipment sales, MRS. O'BRIEN, and MARTY BENNETT, RCA's New York theatre representative, recently attended the wedding of NANCY SMITH, daughter of MR. and MRS. PHILIP SMITH, Boston drive-in theatre operator, to MORRIS LURIE, at the Statler Hotel in Boston.

•

WILLIAM HORAN, Boston branch manager for Warner, and MRS. HORAN, announce the engagement of their daughter PATRICIA ANN, to WILLIAM F. CRIMMIN, of Spencer, Mass.

•

HUGH OWEN, Eastern and Southern division manager for Paramount, is scheduled to leave here today to attend the company's regional meeting of bookers in New Orleans.

•

RICHARD THORPE, M-G-M director, is scheduled to return here today from England by plane and is slated to leave for the Coast over the weekend.

•

RITA WIEN of American Trading Association will be married on Sunday to ROBERT G. STONE. They will spend their honeymoon in Mexico.

•

PHILIP KORNBLUM, formerly of RKO Radio, has been named chief accountant for the New York operations of Jerry Fairbanks, Inc.

Sees Water-Cooled Gate for Projectors

Greater use of water-cooled film gates in projectors, stereophonic and control track sound, and also multiple projection on a panoramic screen for an effect of third-dimension like that produced by the Cinerama process, were predicted by Larry Davee, sales manager of the Century Projector Corp., New York, in addressing the convention of the Independent Exhibitors of New England in Boston on Dec. 5. Davee had been reported as prophesizing air-cooled projectors, and as minimizing the significance of Cinerama.

Hargett to Manage Columbia Branch

Paul Hargett, sales representative for Columbia Pictures, at Charlotte, has been appointed manager of Columbia's new Jacksonville, Fla., branch.

'P.A.' for Lawrence

NAPLES, Fla., Dec. 7.—When the local theatre showed "The Glass Menagerie" recently, Gertrude Lawrence, star of stage and screen, made a personal appearance. She was vacationing at Naples. She said she had never seen the picture in which she co-starred before an audience. Arnold Haynes operates the theatre.

Film Shipments for Hong Kong Okayed

David B. Mercado, export manager of Barnett International Forwarders, Inc., reports that the company has succeeded in getting U. S. Department of Commerce approval to allow all shipments of film and advertising material intended for Hong Kong to be forwarded under General License, effective as of yesterday.

Mercado said that "on all shipments of this material it is necessary for us to put the statement on the export declaration that the shipments do not contain any technical data."

Maugham's 'Trio' to Open at Coast Vogue

SAN FRANCISO, Dec. 7.—W. Somerset Maugham's "Trio," released by Paramount, has been set for a $5 reserved-seat Western premiere at the Vogue Theatre, here on the evening of Jan. 10. The event will be sponsored by the San Francisco Variety Club, with proceeds going to the National Foundation for the Blind.

The regular opening of the film will follow on Jan. 11.

W. S. Powers, 76

GLENWOOD, Ia., Dec. 7.—W. S. Powers, 76, owner of the Rex and Gem theatres here, died Monday after a two-week illness.

Para. Bookers Meet Tomorrow in N. O.

The second of a scheduled series of regional meetings of Paramount bookers being conducted by Joseph Walsh, head of branch operations, will be held this weekend at New Orleans. A. W. Schwalberg, president of Paramount Film Distributing Corp., will address the meeting which will be attended by Eastern and Southern manager Hugh [illegible] and South Central manager Duke Clark, along with 29 bookers representing the Southern and Southwestern exchanges.

A third meeting, for the Central division, is scheduled for Dec. 16-17 in Chicago.

Lundigan and Paget At 'Mudlark' Opening

MIAMI, Dec. 7.—William Lundigan and Debra Paget will represent the industry at the North American premiere of 20th Century-Fox's "The Mudlark" at the new Wometco Carib Theatre here on Dec. 22. Lundigan and Miss Paget will join Governor Fuller Warren, Congressional representatives and the governor-generals of principal Caribbean islands at festivities to commemorate the occasion.

The event marks the opening of the Carib Theatres.

Salemson to Lecture

Harold J. Salemson, eastern advertising and publicity representative for Robert Stillman Productions, releasing through United Artists, will be guest lecturer in the public relations course of the department of journalism at Long Island University today. He will speak on motion picture publicity, with specific references to campaigns.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Betty HUTTON in Fred ASTAIRE
LET'S DANCE
COLOR BY Technicolor
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON
NAT 'KING' COLE AND HIS TRIO
JIMMY DORSEY AND HIS ORCH.
Plus MICKEY DEEMS
Plus THE TONG BROS
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

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Delay Requested For FCC Hearing

WASHINGTON, Dec. 7.—The Federal Communications Commission is expected to announce tomorrow another week's postponement in the hearings on inter-city television relay facilities.

The FCC's Common Carrier Bureau today requested a delay from Dec. 11 to Dec. 18, on behalf of the Bureau, A. T. & T. and the four television networks. The additional time is designed to give the five private companies a chance to work out an agreement on the question, thus allowing cancellation of the hearings. These are the hearings in which 20th Century-Fox and the Theatre Owners of America have intervened to protect theatre television's stake in the inter-city relays.

Hope of Ending TV Station Freeze Seen Dim

WASHINGTON, Dec. 7.—Prospects for opening new UHF channels to television and for ending the 26-month old television station freeze became even dimmer today.

The Federal Communications Commission disclosed that its current hearings on use of the UHF channels would not end tomorrow but would merely be recessed until Jan. 15, so that educational witnesses could present further testimony. After they finish next year, the Commission will start lengthy hearings on allocating the television channels among the various communities.

Meanwhile, the FCC indicated it had not given up all hope on getting RCA to make its color tube available to CBS for experimentation.

GPL to Display Video Equipment

A new line of television equipment will be demonstrated for the first time by General Precision Laboratory in Pleasantville, N. Y., next Friday.

The equipment to be demonstrated includes a video recorder which is said to greatly improve the quality of recordings for delayed telecasts or showings on stations beyond cable range; an image orthicon camera chain, said to have been designed to follow changing focus and lighting more quickly and easily, new GPL projectors, a film camera chain, and a new film processor.

Ed Wynn to Spark TBA Meet Here

Ed Wynn will deliver the principal address at the luncheon session highlighting the day-long television clinic of the Television Broadcasters Association, to be held here in the Waldorf-Astoria Hotel here today.

Wynn heads a list of 21 speakers—TV station executives, advertisers, researchers, educators, film producers, television performers and others—to be heard in two sessions beginning at 10:30 A.M. and continuing until 5:30 this afternoon.

UK Film for 20th-Fox

LONDON, Dec. 7.—Roy Baker, British director, has returned here from Hollywood with a contract to make a series of pictures for 20th Century-Fox. First will be "Beyond Time and Space," scheduled to start at Denham early next year with Tyrone Power starred.

Review

"The Second Face"

(EJL Productions—Eagle Lion Classics)

ELLA RAINES dons a putty nose in order to depict the hard road a plain girl must traverse in the glamorous fashion and advertising worlds, in this Edward Leven production directed by Jack Bernhard. The story and screenplay by Eugene Vale provides some heavy going as Miss Raines, rebuffed again and again because of her over-size nose, fails in her pursuit of fame as a designer and popularity as a woman. A plastic surgeon comes to her rescue at last, but not until the moral content of this humorless tale is well underlined. Swanky settings and gowns partially compensate for story shortcomings, adding up to run-of-the-mill program fare.

Miss Raines is in love with Bruce Bennett, marriage-shy because he has been deserted by his first wife. He sends her to Los Angeles to further her designing career, but Miss Raines' face relegates her to a secretary's desk once she is in that city. Miss Raines rooms with Rita Johnson, fiancee of an advertising man, and tries to attract the interest of John Sutton, a suave cad who cashes in on her designing talent. Bennett comes to the city to ask Miss Raines to marry him but she, thinking he only pities her, rejects his offer. An automobile crash puts Miss Raines in a hospital where a plastic surgeon, anonymously paid for by Bennett, reduces the size of her nose and opens the gates to fame, success and popularity among the private bathing pool set. But when Miss Raines learns that Bennett paid for her operation she returns to him, the only man who loved her when she was ugly.

Jane Darwell is her usual self as Bennett's motherly housekeeper, while Miss Johnson and Patricia Knight serve as pretty foils to plain Miss Raines.

Running time, about 90 minutes. General audience classification. Release date, not set.

Video Group Calls Tax Bill Inadequate

WASHINGTON, Dec. 7.—The Radio Television Manufacturers Association has told the Senate Finance Committee that the growth formula in the House-passed excess profits tax bill was inadequate for the radio and television industry. The House bill, president Robert C. Sprague pointed out, allows growing firms to use as a base either 1949 earnings of the 1948-49 average, instead of the average of the best three years out of the four 1946-49 years. But, he declared, the television industry "is the fastest growing industry in America and the prinicpal part of its growth occurred in the first six months of 1950 and was in no way attributable to the Korean war."

He urged the committee to give credit for 1950 earnings. Committee chairman George and Senators Millikin and Taft all showed sympathy to the idea, and said they favored such an allowance provided a provision could be drafted.

Brenkert Operations Absorbed by RCA

CAMDEN, N. J., Dec. 7.—The Brenkert Light Projection Co. plant in Detroit will be operated hereafter as the Brenkert plant of the RCA Victor Division, Radio Corporation of America. The Brenkert company has been a wholly-owned subsidiary of RCA Victor since 1945. The manufacture of RCA motion picture projectors and arc lamps will be continued at the Brenkert plant.

Karl and Wayne Brenkert have been retained by RCA as consultants for the Detroit operations, having submitted their resignations as president and vice-president, respectively.

Taylor to Join NBC As TV Executive

Davidson Taylor will join National Broadcasting on Jan. 1 as general production executive for the television network. Frederic W. Wile, Jr., is director of NBC television production. Taylor is a former vice-president of CBS and consultant to the Department of State.

George Heads Gulf Allied Another Term

NEW ORLEANS, Dec. 7.—Don George of Shreveport again heads the Allied Theatre Owners of Gulf States, which just concluded its convention here. Other officers reelected, besides George, include: A. Berenson, Gretna, vice-president and national director; Harold Bailey, secretary, and F. G. Pratt Vacherie, treasurer. Chosen directors for three years were: Kenneth Giddens, Claude Darcey, George, and Berenson. Lewis Watts was selected chairman of the board to replace A. Prewitt.

Highlights of the session included an address by Max E. Youngstein, Paramount advertising director; Alfred W. Schwalberg, president of Paramount Distributing Corp., and Trueman T. Rembusch, national Allied president.

Book Stage Plays In 5 ATC Houses

BOSTON, Dec. 7.—During Chirstmas week American Theatres Corp. will book stage productions at five of its houses in an experiment which, if successful, may pave the way for periodic stage showings in selected theatres around the ATC circuit. Samuel Pinanski, ATC president, has completed arrangements with David Tutaev, director of the Boston Tributary Theatre, to have that group present special children's matinees of "Aladdin and His Magic Lamp" at five ATC houses.

Mexico Seeks Films Of Quality: Lopez

MEXICO CITY, Dec. 7.—Morality and quality are "must" guides for all films, whether Mexican or foreign, exhibited in Mexico, stressed J. J. Castillo Lopez, director of the National Cinematographic Board, in announcing that many cuts have been ordered for the Mexican film, "El Sauvecito," ("The Softie"), produced by Cinematografica International, and that the film has been given a "C" classification, for adults only.

Lopez explained that this drastic action was taken because of numerous complaints from the public.

Owners Lukewarm On Sunday Shows

Toronto, Dec. 7.—No less than 21 cities and towns in Ontario are holding referenda with December civic elections on the question of abolishing Sunday blue laws locally, but exhibitors have taken no part in the movement, indicating a lack of desire for Sunday shows.

Sunday restrictions have already been dropped in 11 places in the province as a result of the plebiscites but Sunday sports only have been inaugurated.

Score of Stars at Actors' Temple Show

Some 28 stars and other headliners now in the New York area will appear at the annual Actor's Temple show to be sponsored by Rabbi Bernard Birstein at the Majestic Theatre here on Sunday night, among them Joey Adams, Robert Alda, Morey Amsterdam, Max Baer, Milton Berle, Vivian Blaine, Red Buttons, Tony Canzoneri, Jean Carroll, Nat (King) Cole and His Trio, DeMarco Sisters, Denise Darcel, Mickey Deems, Benny Fields, Eddie Fisher, Barry Gray, Betty and Jane Kean, Lucy Monroe, Janis Paige, Mark Plant, Maxie Rosenbloom, Phil Silvers, Frank Sinatra, Harvey Stone, Ed Sullivan and the Tong Brothers.

Recovers 4 'Hot' Prints of 20th's

NEWARK, Dec. 7.—Continued investigation in New Jersey by the FBI of "hot" prints still in circulation has resulted in the recovery by Sargoy and Stein, special counsel for major distributors in copyright matters, from a film rental library in Newark of five 16mm. features, all of which are the property of 20th Century-Fox.

The recovered films are: "The Spider," "Smoky," "Tin Pan Alley," "Margie" and "The Bull Fight." All have been turned over to 20th Century-Fox.

Loew's Maps Drive For 'Mines' in N.Y.

Loew's New York neighborhood circuit engagements of M-G-M's "King Solomon's Mines" will be backed up with an intensive exploitation campaign.

Managers and assistant managers from a different division are meeting with theatre operating heads and representatives of Loew's advertising-publicity department. In addition a TV campaign is being planned to kickoff the showings.

Illinois Amusement Tax Is Off $339,008

CHICAGO, Dec. 7.—State of Illinois amusement tax collections for the first 11 months of 1950 showed a decrease, with $1,844,949 being taken in this year against $2,183,957 for 1949, a drop of $339,008.

Collections for Nov., 1950, were $161,094, compared with $273,009 taken in during Nov., 1949. A decrease of $111,915.

TV Hit at Youth Conference in D.C.

WASHINGTON, Dec. 7.—A demand that producers of television programs recognize their social responsibility to children was one of the resolutions adopted today by the White House Mid-Century Conference on Children and Youth, which ended a four-day session here.

There were no resolutions affecting motion pictures. Roger Albright, Motion Picture Association of America representative, and one of the delegates for the Council of Motion Picture Organizations, said there was no adverse comment on films at any time during the four days of discussion and all opinion on the industry seemed very laudible. He admitted that one reason might be that all participants seemed to concentrate their criticism on TV.

Lipton A 'U' V-P

(*Continued from page* 1)

David Lipton to a vice-presidency, expressed its appreciation of the fine job he has done in the promotion of our pictures since he was made head of advertising in 1949.

"In addition to devising and administering advertising and publicity plans, he has been extremely valuable in being our studio contact with the sales department so that we have achieved a high degree of coordination between the East and West.

"He has been greatly responsible in creating additional exploitation of our pictures for the benefit of exhibitors by arranging tours for our stars in connection with the openings of our pictures," said Blumberg.

In this connection, Lipton will also assume the duties and title of studio sales coordinator.

This is in line with the company's policy of integrating distribution, production and advertising to meet current market conditions.

Lipton started in the motion picture business in 1921 with Balaban and Katz in Chicago. He has had considerable experience in exhibition as well as in advertising.

For a number of years he was studio publicity director of Universal and then became advertising and publicity director of Columbia Pictures.

TV Newsreel

(*Continued from page* 1)

Century, NBC, the William Esty Agency and Camel Cigarettes.

No report was made on whether the Queens and Marine will reinstate the regular newsreel bookings canceled when the test began.

Para. Adds 2

(*Continued from page* 1)

tract makes available to small exhibitors a number of pictures which can be bought in a block although each film is sold on its individual merits. The small exhibitor who buys under this contract is also offered a 20 per cent cancellation clause. The total number of current features now available to Security Service accounts is 17, seven of which are in Technicolor.

Kelly Resigns Post

HOLLYWOOD, Dec. 7.—Burt Kelly, Columbia producer, has resigned his post effective Jan. 1.

State Censors Weigh TV

(*Continued from page* 1)

cial rulings or legislative action would be required, in the opinion of Dr. Hugh M. Flick, chief of the New York State Motion Picture Division. This week the Pennsylvania Censor Board asked the U. S. Supreme Court for a ruling that the board could constitutionally censor the showing of films on TV in the state.

The primary purpose of the meeting, which will be resumed today, was the discussion of methods, procedures and technics of reviewing films. It was unanimously agreed as a preliminary to the general discussion that the establishment of standards as a basis of evaluation was neither feasible nor advisable. The current meeting is the second of its kind, the first having been held in Jan. 1940, in Philadelphia.

Kreisler Address

B. Bernard Kreisler of the Advisory Unit for Foreign Films of the Motion Picture Association of America, a guest speaker at yesterday's meeting, outlined the activities of the Unit and its objectives. Another speaker, Irving Fishman, Deputy Collector of the U. S. Customs Service of the Treasury Department, also contributed to a discussion of the broad aspects of foreign language films.

Dr. Flick said the meeting pointed up the "termendous importance of motion pictures as a means of mass communication." The "need for careful and scientific study of the impact of motion pictures on society" was considered, he added.

The agenda for yesterday's and today's sessions includes a study of forms and records essential to the operation of the various boards, the statutory requirements in reviewing and licensing foreign language pictures the existing channels of appeal procedure from the determination of the boards in the individual states, and the problem of television.

State Representation

The six states having film censorship agencies are represented at the two-day meeting as follows:

Kansas—Mrs. Frances Vaughn, chairman of the Kansas State Board of Review. *Maryland*—Sydney R. Traub, chairman of the Maryland State Board of Censors; Eva M. Holland, vice-chairman; John K. Burkley, secretary. *New York*—Dr. Flick. Mary D. Farrell, chief motion picture reviewer; Frank B. Dermody, supervising motion picture inspector, and Evelyn Burt Young, Catherine Siegrist and Sidney Bernstein, film reviewers. *Ohio*—Dr. Clyde Hissong, State Superintendent of Public Intruction, and Susannah Warfield, supervisor of Ohio State Division of Film Censorship. *Pennsylvania*—Edna Carroll, chairman of Pennsylvania Board of Censors; John Clyde Fisher, vice-chairman, and Mrs. Harry B. Miller, secretary. *Virginia*—Mrs. Lollie C. Whitehead and Mrs. Russell F. Wagers, members of the Virginia censor board.

Kent Sees Better

(*Continued from page* 1)

higher quality of pictures, both American and British.

He scoffed at rumors which recently sprang up again about nationalization of the British film industry. "We are no closer to it now than two years ago," he said. "It is highly improbable."

Kent expects to be in the U. S. for about 10 weeks.

Monogram's Lind Arrives, Disclaims Video Deals

"No television deals are pending" for Monogram-Allied Artists in England, Lloyd Lind, supervisor of exchanges, said here yesterday on his arrival from England on the *S. S. America*.

Lind, who declined expansive comment, said he went to England to "get a general background and keep informed on television developments." He will leave for the Coast shortly to report his findings to company president Steve Broidy, who recently announced he was considering deals for television.

Wallerstein

(*Continued from page* 1)

manager has been with B. and K. since he was graduated from the Harvard School of Business in 1926. He is co-chairman of the television committee of the Theatre Owners of America and has been active in the development of theatre television.

He is vice-president of the Board of Jewish Community Centers of Chicago.

Adelman

(*Continued from page* 1)

moved in Wilmington for a transfer of the case from Delaware, where it was filed, to Texas, but Judge Rodney ruled that he did not have the power to transfer since the Texas venue was improper for five of the defendants.

At hearings here in June and October, Robert Sher, representing Interstate, and Roy McDonald of the New York law firm of Donovan, Leisure, Newton, Lumbard and Irvine, for the distributors, argued that the distributors had agreed to be sued in Texas by asking for the transfer. Defense attorneys asked for a mandamus against Judge Rodney that he wrongly decided against granting the transfer. They won this by virtue of the five-to-two decision here.

Esther Schwartzberg

Funeral services will be held at Riverside Memorial Chapel here this afternoon for Mrs. Esther Schwartzberg, 68, mother of Henry Schwartzberg, film buyer for American Theatres, Boston. Mrs. Schwartzberg died at New York Hospital yesterday. Interment will be at Mt. Moriah Cemetery, New Jersey.

Press Club Cites Film

Robert Stillman's "The Sound of Fury" has been cited by the Ohio Valley Press Club, representing 52 newspapers, as "the best picture of the year." The award called the picture "the most honest and searching portrayal of journalism on the screen."

Warner to Shoot 4 Over Next 6 Weeks

HOLLYWOOD, Dec. 7. — Continuing its production schedule over the holiday period, Warner Bros. will roll four films within the next six weeks.

"Fort Worth," Technicolor production to be directed by Edwin L. Marin and produced by Anthony Veiller for the studio, starts Dec. 18.

"Spring Kill" gets underway on the same date, with Henry Blanke as producer.

"Moonlight Bay," Technicolor musical, commences Jan. 2 with Roy Del Ruth directing and William Jacobs producing for Warner Bros. Another big musical, the Technicolor "Painting the Clouds With Sunshine," goes Jan. 8. David Butler directs and Jacobs produces.

Two films on Warner Bros. current schedule will carry through a good part of December. They are "Strangers On A Train," starring Farley Granger, Ruth Roman and Robert Walker, and being directed by Alfred Hitchcock, and "The Story of Folsom," starring David Brian and Steve Cochran, with Crane Wilbur directing and Bryan Foy producing the film.

TOA-COMPO

(*Continued from page* 1)

to the TOA proposal hinges the future status of TOA with respect to membership in COMPO.

In addition to Gamble, the TOA proposal committee consists of Gael Sullivan, TOA executive director, and Si H. Fabian, a board member of the exhibitor organization. Depinet was to have been joined in the conference by Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, special counsel. It could not be determined last night whether Mayer was on hand. Coyne was, however.

It has been surmised that the TOA proposals will endeavor to justify its request for additional membership on the COMPO board by citing either lack of regional representation for TOA units or the substantial financial contribution its members will make on the basis of COMPO's dues plan of one-tenth of one per cent of annual film rentals.

Whether or not a board membership formula based on those considerations was presented to Depinet and Coyne yesterday could not be learned due to the flat refusal of the principals to comment on any phase of the meeting.

Indications are that the TOA proposals now will be passed along to COMPO board members and their reactions invited. Thereafter, another meeting between Depinet and the TOA committee is regarded as likely before formal action is taken by either COMPO or TOA.

'Tucson' Premiere Set

Pre-release engagements for Columbia's Technicolor Western "Stage to Tucson," set for a January national release, will get underway in Washington, on Dec. 14, when the film has its premiere at the Metropolitan.

Square Theatre Closes

BOSTON Dec. 7. — New England Theatres has announced that its Scollay Square Theatre, one of the oldest theatres here, will close next Tuesday.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 111 NEW YORK, U.S.A., MONDAY, DECEMBER 11, 1950 TEN CENTS

Warner Profit For 1950 At $10,271,657

Only $194,877 Under Previous Year's Result

Net profit of $10,271,657 is reported by Warner Bros. for the fiscal year ended Aug. 31. The result compares with net profit of $10,466,534 for the preceding year.

In a note accompanying the annual report to stockholders, Harry M. Warner, president, states that during the first quarter of the current fiscal year, which ended Nov. 25, film rentals and theatre receipts declined as compared with the corresponding quarter last year, but operating expenses also were lower.

However, the report states, net profit for the quarter will be substantially lower than the $3,189,000 reported for the first quarter last year.

Warners' total reecipts, film rentals,

(*Continued on page* 5)

Justice Gives Loew's Extension on Decree

WASHINGTON, Dec. 10.—The Department of Justice has agreed to a stipulation granting a short extension to Loews' for filing its divorcement plans under the industry decree. The original filing deadline was Dec. 6.

It is expected the stipulation will be presented to the New York Statu-

(*Continued on page* 5)

W. B. Divorce Plan Up to Stockholders

A meeting of Warner stockholders will be called to approve the company's reorganization plan following agreement with the government on a consent decree ending the anti-trust suit against the company, H. M. Warner, president, reports.

The regular annual meeting is scheduled for Feb. 20 and the plan might be submitted at that time, provided current delays on the decree, attributed to the Internal Revenue Bureau, are not protracted.

Johnston Challenges New Switch in Excess Tax Bill

WASHINGTON, Dec. 10.—A last-minute change in the blocked funds provision in the excess profits tax bill, giving the Treasury power to say what foreign currency was not convertible into dollars, may well nullify the whole purpose of the provision, Motion Picture Association of America president Eric A. Johnston warned the Senate Finance Committee on Friday.

Johnston outlined the problem faced by the film industry in that much of its foreign income earned since the war has been blocked and may only become available in the future, after an excess profits tax is in effect. To meet this problem, he said, the House Ways and Means Committee and the House inserted in the excess

(*Continued on page* 5)

Hard Work the Way To Cure Industry Ills: Kalmenson

Every "fantastic formula" for restoring business to previous high levels has been discussed, "except the one old-fashioned American cure for digging your way out of anything, namely hard work," Ben Kalmenson, Warner's distribution vice-president, told the company's district managers at a meeting here at the weekend.

"I have heard more gloom built up by the very people in this business who are trying to dispell it," he said. Kalmenson cited the fact that "there has been much talk in the industry

(*Continued on page* 5)

Trial Indicated in Sears' Salary Suit

Federal Judge Sylvester J. Ryan on Friday denied the motion by counsel for Gradwell L. Sears for summary judgment in connection with the United Artists general sales manager's action against the company for approximately $20,000 which Sears claims is due him in salary under his contract, for the period from July 22 to Aug. 19, when he was absent from his duties because of illness.

The case now is expected to go to trial in U. S. District Court here.

(*Continued on page* 4)

'Holiday' Awards to 'Jackpot,' 'Street'

Four new annual awards by *Holiday* magazine were presented to motion pictures and their makers for "outstanding work in portraying to the rest of the world our American democratic way of life."

The presentations were made by Robert E. Sherwood, author and playwright, at a luncheon at the 21 Club here on Friday.

The motion picture awards—silver globes representing the world—went to "The Jackpot," 20th Century-Fox film

(*Continued on page* 4)

Tells TBA Clinic 'Virtually All' TV Shows to Be Filmed

The use of film on television was a major topic at the sixth annual clinic held by the Television Broadcasters Association at the Waldorf-Astoria here on Friday.

"The industry generally seems to be arriving at a common conclusion," said George T. Shupert, Paramount Television Productions vice - president, "that virtually all TV programs with the exception of some news, sports pickups and a few audience type shows will eventually be on film."

Shupert pointed to the great increase of kinescoped programs by net-

(*Continued on page* 5)

Ascap 'Per-Program' Talks Are Still On

Negotiations with ASCAP for a per-program license agreement for television broadcasts, in progress for more than a year, are still far from a conclusion, it was reported at the Television Broadcasters Association clinic here on Friday by Dwight W. Martin, a member of the Television Per-Program Committee.

Chief stumbling block to agreement is ASCAP's insistence that the gross revenue upon which a fee is calcu-

(*Continued on page* 5)

Claim Cut of 25% in N.J. Film Rentals

Allied Takes Credit for Slash in Wake of Hikes

Reductions of 20 to 25 per cent in film rental prices have been secured by Allied Theatre Owners of New Jersey in consequence of the organization's intervention recently on behalf of member theatres which had complained that distributors were raising film prices, it was revealed here at the weekend by Wilbur Snaper, president of New Jersey Allied. He termed the reduced rentals "prices they (New Jersey theatres) hoped they could live with."

Pointing out that the New Jersey organization does not buy film for its members, Snaper said intervention in this case was necessary.

Snaper declined to specify the companies against which complaints were registered. Nor would he state which

(*Continued on page* 4)

NJ Allied Surveys Operations of NSS

Declaring its "general relationship" with National Screen Service to be "good," Allied Theatre Owners of New Jersey at the weekend began a survey of its membership to determine whether there are individual theatre owners who have complaints or observations to make relative to NSS

(*Continued on page* 4)

May Hold East-West Meet Here Dec. 20

The postponed meeting of company presidents and top studio executives for discussion of current industry problems will be held in New York on Dec. 20 if all of the production executives being sought for the meeting can attend. The West Coast men are being canvassed now on their availability.

The conference originally had been scheduled for last weekend in Phoenix, Ariz., but was postponed due to the inability of some Eastern executives to attend.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has left here on a trip through the South and Southwest. He will spend Christmas and New Years on the Coast and will make stopovers in San Francisco, Denver and Chicago on his return trip.

•

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, and CHARLES M. REAGAN, sales executive, are slated to return here today from Kansas City.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is scheduled to be in Springfield, Mass., today and to return to New York tomorrow.

•

JOEL BEZAHLER, of M-G-M's sales department, and BEN MELNIKER, of the legal department, are due back here from Chicago today.

•

ARTHUR M. LOEW, president of Loew's International, returned here from the Coast and a stopover at Phoenix at the weekend.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, leaves here today for Toronto.

•

JOSEPH H. HAZEN, of Hal Wallis Productions, has arrived on the Coast from New York for a week's stay.

•

JAMES V. BOYLE, sales representative for JERRY FAIRBANKS, INC., will leave here tomorrow for Boston.

•

JOHN HUFF, Paramount's Atlanta booker, is the father of a new son.

Five Are Named in Percentage Actions

LITTLE ROCK, Ark., Dec. 10.—Baeder F. Busby and Gerald W. Jones were named defendants in six percentage actions filed here in U. S. District Court. Also named as defendants in the actions brought by Columbia, Universal, Warner, Loew's, Paramount and 20th Century-Fox are the Rogers Amusement Co., Sheridan Amusements and G. and M., Inc. The theatres involved in the suits are all in Arkansas.

J. S. Daily, of the Ft. Smith law firm of Daily and Woods, is the attorney for each plaintiff, with Sargoy and Stein of New York.

Para. Branches Top Schwalberg Quotas

Eight Paramount branches have already exceeded their quotas in the company's booker-salesmen's sales drive, which got under way on Dec. 3, in honor of A. W. Schwalberg, president of Paramount Film Distributing Corp., it was announced by E. K. (Ted) O'Shea, sales vice-president. The drive will run through Dec. 30.

Columbia Dickers For Kramer Films

Hollywood, Dec. 10.—Harry Cohn and Sam Katz will meet here this week to continue discussions begun last Wednesday which could lead to Columbia's releasing Katz-Kramer productions, if a mutually agreeable basis can be found, a Katz-Kramer spokesman said at the weekend.

Conversations are to be continued this week upon Cohn's return to the city.

Bolger and 'Charley' Going to Warners

HOLLYWOOD, Dec. 10.—After six months of negotiations in New York, Hollywood and London, Warner Brothers has purchased Ray Bolger's Broadway stage play, "Where's Charley?," and signed the dancing star for the picture, it was announced at the weekend. It is understood that the flat sum of $200,000 was involved.

Bolger will tour the U. S. this winter with the stage show, starting in Boston during Christmas and concluding in May in Los Angeles. He will then confer with J. L. Warner and officials of the studio on plans for the production. Cameras are expected to start rolling in mid-summer.

Dortic to Manage Columbia in Albany

ALBANY, N. Y., Dec. 10.—Charles L. Dortic, Columbia Albany salesman for five years and retiring president of the Colosseum of Motion Picture Salesman, has been appointed branch manager to succeed Jack Bullwinkle, who has been given a leave of absence because of ill health. Bullwinkle came here from Buffalo, where he had been a Columbia salesman. He has been in the industry 25 years.

Dortic began with Universal in Atlanta in 1916. He was with Warners in Pittsburgh for a decade before joining Columbia at Albany. He is the new first assistant chief barker of the Variety Club here and the father of Carol Dortic, local RKO head booker.

Dec. 18 the New Date For Video Hearings

WASHINGTON, Dec. 10.—The Federal Communications Commission has postponed until Dec. 18 the hearings slated to start tomorrow on inter-city television relay facilities. The additional time is to allow the networks and A. T. and T. to work out a settlement of the complaints which led to the FCC's calling the hearings.

'Manon' Bow Set for Christmas Day Here

"Manon," the French film that was awarded the first grand prize at last year's Venice Film Festival is slated to have its American premiere on Christmas Day, at the Little Cine Met here.

Mochrie Convenes Canadian Forces

TORONTO, Dec. 10.—An all-Canadian meeting of RKO Radio Pictures' sales executives in the Dominion will be called to order by Robert Mochrie, sales vice-president, tomorrow morning, in Toronto's King Edward Hotel, to discuss the film company's 1951 "Ned Depinet Drive" to sell their output for the year. This covers 32 major features, with one-third in color, as recently announced at the national sales meeting in New York by President Depinet.

In addition to Mochrie, the branch managers of RKO's six Canadian offices will hear addresses on the 1951 product by Leo Devaney, Canadian district sales chief who is the drive captain for the area; Charles Boasberg, North-South division chief, and his assistant, Carl Peppercorn; S. Barret McCormick, director of advertising; and Terry Turner, director of exploitation.

W. Pa. Allied Halts Delivery Rate Hike

PITTSBURGH, Dec. 10.—A proposed film hauling rate increase of from 10 to 20 per cent per theatre by Exhibitors Service Co. has been suspended for six months pending an investigation by the Pennsylvania Public Utilities Commission, Allied MPTO of Western Pennsylvania announced on Friday.

Acting on complaints from exhibitors, Wally Allen, business manager, and Elliott Finkel, counsel for the exhibitor organization, filed a formal protest and request for suspension in Harrisburg, which was granted almost immediately by the Commission.

$100,000 from 'U' Opening for Fund

A gift of $25,000 from the Jack Kriendler Memorial Foundation to the Louise Baer Memorial Fund of the New York Heart Association has been announced in conjunction with the first event to be held in the memory of Mrs. Baer, general chairman of the heart association, who succumbed recently to a heart attack.

The gift follows the purchase of two $5,000 blocks of tickets for the world premiere of Universal-International's "Harvey" at the Astor Theatre on Dec. 20. Entire proceeds of the event, which are expected to reach $100,000, will be turned over to the Baer Fund.

Change Premiere Date

ATLANTA, Dec. 10.—The world premiere of 20th Century-Fox's Technicolor "I'd Climb the Highest Mountain" will be held on Feb. 6 at the Paramount Theatre here instead of Feb. 7 at the Fox, as previously reported.

Joseph Springler

NEW ORLEANS, Dec. 10.—Joseph Springler, M-G-M New Orleans shipper, who had been with the company for 25 years, died here last Thursday. He is survived by the widow, two sons and a daughter.

Newsreel Parade

THE Truman-Attlee talks and the Anglo-American film pact head current newsreel stories. Other items include Korea, the Duke of Windsor's arrival, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 99—Truman and Attlee confer on Korean War. Action from Korean front. Duke of Windsor arrives. Anglo-American film pa[illegible]igned. Margaret Truman press conferen[illegible]ennis, football.

NEWS OF THE DAY, No. 229—Clement Attlee in Washington. Koreans in flight from Reds. British-U. S. film pact. Adventure underseas. Margaret Truman meets the press. Reunion for the Windsors.

PARAMOUNT NEWS, No. 32—Truman, Attlee ban appeasement. Anglo-American film pact signed. Margaret Truman meets the press. Alan Ladd gets fan poll award. Drug promotes animal growth. Retreat from Pyongyang.

TELENEWS DIGEST, No. 49-B—Clement Attlee speaks. Trouble spots in Europe. People in the News: Juho Paasikivi, King and Queen of Denmark, Gen. MacArthur, Winston Churchill. German election. Children's carnival.

UNIVERSAL NEWS, No. 411 — Harry Truman and Clement Attlee confer in Washington. Anglo-U. S. film agreement signed here. Korean war report. News from the sport world: basketball.

WARNER PATHE NEWS, No. 34—Clement Attlee pledges support in Korean crisis. Retreat in Korea. Anglo-American film pact signed. Margaret Truman holds press conference. Windsors kiss and tell. Virginia Mayo helps Santa and U. S. Fashions.

Ohio Film Service Is Discontinuing

CLEVELAND, Dec. 10.—Tony Stern and Lou Ratener, who formed Ohio Theatre Service Corp. two-and-a-half years ago to buy, book and service theatres in this territory, are discontinuing business as of Dec. 15. Ratener will spend a month in California and in the spring will devote his time exclusively to the management of the Montrose, Norwalk and Barberton drive-ins owned by Stern and himself. Stern has several things under advisement.

Herbert Horstemeier, booker for Ohio Theatre Service, will carry on the buying and booking for about a dozen smaller houses serviced by it.

'Mudlark' Promotion Going to the Nets

Increasing its radio campaign on "The Mudlark" to major proportions, 20th Century-Fox has bought scores of spots on major networks, in addition to the more than 400 "plugs" already arranged for on independent Metropolitan stations.

Spots will be on CBS, NBC, WOR and WJZ on Friday, Saturday and Sunday, Dec. 22-24.

RKO Sales Meet

BOSTON, Dec. 10.—RKO executives are due here Wednesday for a sales conference. Scheduled to attend are: Nat Levy, division manager; Robert Folliard, district manager, and Terry Turner, national director of exploitation.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily. except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

RKO RADIO PICTURES INC. Trade Showings OF FIVE PRODUCTIONS

	THE COMPANY SHE KEEPS	HUNT THE MAN DOWN	DOUBLE DEAL	LAW OF THE BADLANDS	GAMBLING HOUSE
ALBANY Fox Screening Room 1052 Broadway	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 2:30 P.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
BUFFALO Mo. Pict. Oper. Scr. Rm. 498 Pearl St	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
CHARLOTTE Fox Screening Room 308 S. Church St.	Mon. 12/18 2:00 P.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 3:30 P.M.	Thurs.12/21 2:00 P.M.
CHICAGO RKO Screening Room 1300 S. Wabash Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 1:30 P.M.
CINCINNATI RKO Screening Room 12 East 6th St.	Mon. 12/18 8:00 P.M.	Wed.12/20 8:00 P.M.	Thurs.12/21 8:00 P.M.	Thurs.12/21 9:30 P.M.	Wed.12/20 9:30 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
DALLAS Paramount Scr. Rm. 412 South Harwood St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
DENVER Paramount Scr. Rm. 2100 Stout St	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
DES MOINES Fox Screening Room 1300 High St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 1:00 P.M.
DETROIT Blumenthal's Scr. Rm 2310 Cass Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 1:00 P.M.
KANSAS CITY Paramount Scr Rm. 1800 Wyandotte St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Fri. 12/21 10:30 A.M.
LOS ANGELES RKO Screening Room 1980 S Vermont Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
MEMPHIS Fox Screening Room 151 Vance Ave	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
MILWAUKEE Warner Screening Room 212 W. Wisconsin Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
NEW HAVEN Fox Screening Room 40 Whiting St	Mon. 12/18 2:00 P.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 2:00 P.M.	Thurs.12/21 3:00 P.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	Mon. 12/18 2:30 P.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
NEW YORK Paris Theatre 4 West 58th St	Mon. 12/18 10:30 A.M.	——— ———	——— ———	——— ———	——— ———
NEW YORK RKO Screening Room 630 Ninth Ave.	——— ———	Tues. 12/19 11:00 A.M.	Wed.12/20 11:00 A.M.	Thurs.12/21 2:30 P.M.	Thurs.12/21 11:00 A.M.
OKLAHOMA Fox Screening Room 10 North Lee St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
OMAHA Fox Screening Room 1502 Davenport St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 1:00 P.M.
PHILADELPHIA RKO Screening Room 250 N. 13th St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 2:30 P.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 1:30 P.M.
PORTLAND Star Screening Room 925 N W. 19th Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
ST. LOUIS RKO Screening Room 3143 Olive St.	Tues. 12/19 2:30 P.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.
SALT LAKE CITY Fox Screening Room 216 East 1st St. South	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 1:15 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde St.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
SEATTLE Jewel Box Screening Rm. 2318 2nd Ave.	Mon. 12/18 2:30 P.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 1:00 P.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:00 P.M.
SIOUX FALLS Hollywood Theatre 212 N. Philips Ave.	Mon. 12/18 10:30 A.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 9:30 A.M.	Thurs.12/21 10:00 A.M.
WASHINGTON RKO Screening Room 932 New Jersey Ave.	Mon. 12/18 2:30 P.M.	Tues. 12/19 10:30 A.M.	Wed.12/20 10:30 A.M.	Thurs.12/21 10:30 A.M.	Thurs.12/21 2:30 P.M.

Largest Screen at N. Y. Music Hall

An all-plastic screen, a new development, will be hung in Radio City Music Hall this week and will be the world's largest indoor motion picture screen of any kind, according to Elmer French, general sales manager of Firestone Plastics Co. It will be demonstrated on Wednesday morning. Present will be Frank M. Folsom, president of RCA, distributors of the screen; Gus Eyssell, president of Rockefeller Center, Roger S. Firestone, president of Firestone Plastics, producer of the Velon plastic, and representatives of the press.

UPT 'Delighted' With 'Big 10' Telecasts

CHICAGO, Dec. 10.—Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, speaking at the annual winter meeting of football's "Big Ten" league, declared that large-screen theatre telecasts of the "Big Ten" games last fall were "an outstanding success and met all of the expectations of our organization."

The "Big Ten" banned "live" or simultaneous television of its games in the past season, but permitted closed-circuit telecasts of Illinois home games to two B. and K. Chicago theatres and of Michigan home games to one theatre in Detroit. O'Brien said United Paramount was very pleased with the reaction to the Michigan games and especially pleased with the capacity crowds drawn by the Illinois-Ohio State and Illinois-Northwestern games here in Chicago.

Film Rentals

(*Continued from page* 1)

companies were involved in the rental cuts. It is known, however, that an Allied of New Jersey committee conferred recently with 20th Century-Fox home office sales representatives in an attempt to secure rental reductions. "It happens all the time," Snaper replied cryptically when asked if more than one company was involved.

On the subject of percentage selling, Snaper had this to say: "We just don't understand why distributors continually force percentage pictures upon exhibitors when our business doesn't warrant them. Through these percentage arrangements, they control not only our box-office but our playing time and they force us to date the picture not to the best interest of the theatre." Snaper incorporated these comments in a bulletin sent at the weekend to organization members.

Snaper said "another serious problem" was "the failure of distribution branches in the New York Metropolitan area to obtain a sensible allocation of all pictures prior to availabilities."

He acknowledged that "today the exhibitor must show the best film produced, if he is to keep his audience," but urged in the bulletin that "tie-in sales" be avoided and that film be bought as "close to the proper price" as possible.

Reviews

"Halls of Montezuma"

(*20th Century-Fox*)

A BATTLE incident of World War II is told with pictorial eloquence and uncommon emotional power in "Halls of Montezuma." The picture has been given a superb production treatment and definitely belongs in the bracket of great war films.

There is a laconic quality to the story structure which relates the nerve-breaking adventures of a Marine company on a Japanese-held Pacific island. Richard Widmark, as a lieutenant, ridden with doubts and addicted to narcotics because of migraine headaches, gives a strong account of himself. Although he is the only important marquee name, a large cast gives excellent portrayals. Among them are Walter Palance, Reginald Gardiner, Robert Wagner, Karl Malden and Jack Webb, to name but a few. Gardiner's performance as a high-brow sergeant is especially memorable.

Soon after the Marine company splashes onto the little beachhead, it becomes showered with enemy rockets. According to intelligence reports, there were not supposed to be any rockets on the isle. Despite a continuous battering from naval guns, the rockets cannot be stopped. It becomes vital for the Marines to find the source of the rocket batteries so that they might be destroyed before the general invasion begins the next day.

This is where the picture's drama of pain, grime, tragedy and isloated humor starts its sweep. It is learned that Japanese soldiers are holed up in a cave in the distant hills and a platoon is sent out for reconnaissance. Throughout the story there is the constant inter-play of personal problems and relationships of the platoon members. Flashbacks are used intermittently for background.

The platoon finally captures the cave, but the feat is marked by many painful turns and incidents. Still the towering problem is to find the source of the rockets and the Japs captured in the cave provide substantial if cryptic help. As the story proceeds, the men in the platoon are slowly, but inexorably cut down.

It becomes a dramatic race against time to find the location of the rockets. In the 11th hour this finally is accomplished and it remains only for the air force to do it demolition work before the invasion sweeps on.

The Technicolor is especially effective in scenes of cannonading and jungle muck and mire. There is no question about it, the picture, under Lewis Milestone's seasoned direction, has been excellently made. What the public reaction will be to this kind of a war picture at this time is something that can not be prophesized. In this respect exhibitors may rely on their experience with such recent predecessors as "Battleground" and "Breakthrough." At a New York City theatre where the picture was "sneaked," audience reaction was completely gratifying.

Robert Bassler produced, from the screenplay by Michael Blankfort. The film's running time might have been wisely reduced.

Running time, 113 minutes. General audience classification. For January release.

MENDEL HERBSTMAN

"Hot Rod"

(*Monogram*)

AN ATTEMPT to place the problem of "hot-rod" racing on the highway squarely before the public is made in this Jerry Thomas production. The story by Don Ullman is unimaginative, however, and direction by Lewis D. Collins is ineffectual.

James Lydon, youngest son of a hot-rod-hating Judge. Art Baker buys an old car, but out of respect for his father, he does not convert it, that is, until Tommy Bond, local speed-demon impresses Lydon's girl with his hopped-up car. Bond takes Lydon's newly-converted hot-rod and is involved in an accident. The car is traced to Lydon, but the truth of who was driving comes out in court.

Lydon and his friend, Gil Stratton, Jr., later use the hot-rod in apprehending a fleeing robber. The judge realizes that hot-rods can be put to good use and heads a movement for the building of an official hot-rod race track. The highway menace is thus conquered.

Running time, 61 minutes. General audience classification.

NJ Allied Surveys

(*Continued from page* 1)

operations. The survey was inspired by the anti-trust action instituted against NSS in Philadelphia by a number of exhibitors.

The New Jersey organization's survey has embodied the mailing to members of questionnaires which are to be filled in and returned to the Allied unit's New York office. Members are asked to indicate on the questionnaire the nature of their contracts with NSS, charges for trailers and accessories.

In a bulletin to members, Wilbur Snaper, New Jersey Allied president, suggested that before they consider making any moves in connection with the Philadelphia suit they communicate with the organization.

Sears' Salary Suit

(*Continued from page* 1)

In denying the plaintiff's motion, Judge Ryan said he would rather not render a decision on an unsettled question of state law without trial. He added that a trial of the issues would in no way prejudice Sears in the action, for, if the trial went against the plaintiff the court could at that time rule on the issues on their own merits.

Sears, former president of UA, reportedly received an annual salary of approximately $100,000 under an employment contract which specified that he should be top executive of the company. Under the pact he functioned originally as distribution vice-president and later was elected president.

Cinema Board To Meet Here

Distribution arrangements and the results of a recent test in Boston of the Polaroid motion picture process will come up for discussion at a Cinema Productions board meeting here on Wednesday, it was reported at the weekend by Lester Cowan, Cinema's production chief. Samuel Pinanski, board chairman, is expected to preside.

Also scheduled for discussion is the extent to which Cinema plans to link its technics with those of the Cinerama expanded screen, triple-projection process. Cowan indicated that while the exhibitor group that constitutes Cinema's board regards the Cinerama process as a development worthy of enlargement, the group is of the opinion that the triple-projection process will not lend itself to conditions which will be experienced in the equipment field in the immediate future.

Cowan said Cinema's first production will be made at the 20th Century-Fox studios in New York. The picture, he said, will be given general distribution. The Polaroid process will require the wearing of special eyeglasses by patrons at theatres. Viewing the picture with the aid of the glasses will lend a three-dimensional affect to the image.

M. A. Lightman, Cinema president; Fred J. Schwartz, treasurer; S. H. Fabian and several other leading exhibitors who are members of the board are scheduled to attend the meeting on Wednesday.

'Holiday' Awards

(*Continued from page* 1)

starring Jimmy Stewart and Barbara Hale, "for the superiority of its acting, directing and art direction in portraying American suburban life," and to M-G-M's "Mystery Street," in the under-$500,000-production-cost class, for "the valuable documentation of American justice that it will reveal to overseas audiences.

The individual awards went to Joseph L. Mankiewicz, 20th Century-Fox writer, director and producer, whose work was judged "endlessly valuable to Hollywood and to the prestige of American films in the world around us," and to Ida Lupino, actress and Filmakers producer, "for pioneering, for good picture-making and for integrity, which have helped Hollywood in the eyes of the world."

Those Attending

In attendance at the awards presentation luncheon were: Paul V. McNutt, Arthur L. Mayer, Howard Dietz, Charles Einfeld, Clifton Webb, Francis Lederer, Denise Darcel, Paul Kelly, Celeste Holm and scores of others from the several branches of the motion picture industry. Sherwood was introduced by Walter Fuller, chairman of the board of Curtis Publishing Co., publishers of *Holiday*.

Webb accepted the award for Mankiewicz, who was unable to leave his present Hollywood duties. The actor paid tribute to Mankiewicz and to Darryl F. Zanuck, 20th-Fox studio chief. The "Jackpot" award was accepted in behalf of 20th-Fox by John McNulty, *New Yorker* writer, who was the author of the original story. Dietz accepted the "Mystery Street" award in behalf of M-G-M. Miss Darcel accepted for Miss Lupino.

Tax Bill

(Continued from page 1)

profits tax bill a provision to allow U. S. companies to exclude from income subject to excess profits tax any dollars which, but for monetary restrictions imposed by a foreign country, would have been reportable for tax purposes for a period prior to excess profits tax years.

By and large, the MPAA official said, the House provision followed a suggestion made by the film industry. However, he declared, additional language was added "which we feel might well negate the primary purpose of the amendment."

Power by Regulation

This change would "in effect give the Treasury the power by regulation to refuse to recognize that foreign currency was not convertible into dollars," Johnston stated. "We think that this question of convertibility, if it cannot be resolved by agreement between the Treasury and taxpayer on audit of the return, should be left to the court, which is not one of the parties to the controversy. The courts have had this problem in the past and have dealt with it successfully."

Johnston pointed out that the Treasury earlier this year had issued a mimeographed regulation which, in substance, says a taxpayer must report blocked currency as income unless the Tax Commissioner consents to its exclusion in advance of the filing of the return.

"We sense the Treasury is apprehensive that the mimeograph is contrary to law in that it purports to give the Treasury the right to tax foreign receipts which are not the equivalent of dollar income, and is seeking to have Congress sanction its position by the inclusion of the second sentence of the House amendment," the Senators were told. "We ask that this sentence be left out so that an impartial tribunal, and not the Treasury, may determine whether foreign currency receipts should have been included in the taxpayer's gross income."

Reorganization Problem

Johnston also called to the Committee's attention the fact that while the House Committee had intended to take care of giving earnings-experience to all corporations, resulting from all reorganizations, it actually had not done so, and thus film companies resulting from court divorcement might find themselves at a disadvantage.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Warner's Annual Report

(Continued from page 1)

theatre admissions, sales, etc., for the last fiscal year amounted to $126,944,780, compared with $134,959,404 for the preceding year. Total income for the 1950 fiscal year, including sales of fixed assets and investments in affiliated companies, amounted to $135,385,498, compared with $143,153,706 in 1949.

Total Costs

Total costs and expenses were $117,963,841 in the year just ended, compared with $126,087,172 in 1949. Earned surplus had risen to $58,916,364 at the end of the last fiscal year, compared with $55,873,132 at the end of the previous year. Total current and working assets amounted to $60,336,554 against current liabilities of $15,528,079. At the end of the preceding fiscal year, current assets were $63,907,356 and current liabilities, $15,987,201.

The funded and long term debt of the company on last Aug. 31 was $11,548,000, or $3,259,000 less than the previous year. The principal item of funded debt is the two per cent term bank loan of $9,546,000, payable in semi-annual installments of $1,591,000 commencing Nov. 1, 1951.

Sales of capital assets during the year included the fees of five theatre properties and a warehouse and the lease of a theatre for $1,366,000, of which $1,105,000 was received in cash; 50 per cent interests in four theatre companies for $946,000 cash, and, subsequent to Aug. 31, the company contracted to sell the fees of two theatres for $300,000, of which $125,000 is to be paid in cash and the balance over a period of two and one-half years.

In September, Warners sold its interest in Continental Lithograph Corp., which consisted of 78 per cent of the common and 62 per cent of the preferred stock, and in October it sold the subsidiary which owned and operated station KFWB, Los Angeles. A total of $710,000 was received from these sales, of which $530,000 was cash, the balance being receivable within one year.

During the fiscal year the leases on eight theatres, wholly owned, and seven, owned 50 per cent, expired and were not renewed. Acreage at Calabasas, Cal., and fees of two theatres formerly under lease were purchased for $769,000.

TBA Clinic

(Continued from page 1)

work affiliates, which he estimated would total 6,500 hours by the end of 1950, and to the experience of his company's station, KTLA at Los Angeles, which he said has been successfully syndicating filmed TV shows to smaller stations.

"The quality of the entertainment is far more important than whether a show is presented 'live' or filmed," he said. Paramount Television is setting up fully-equipped studios for the use of advertisers in preparing film programs, he said.

Difficulties encountered by motion picture producers attempting to produce original films especially for television were described by Ralph M. Cohn, manager of Screen Gems Television Department, a subsidiary of Columbia Pictures.

Agreements Needed

If producers of theatrical films, "who know how to make the public laugh and cry," are to make films for the presently limited number of television stations, Cohn said, the TV stations must be prepared to make conditional agreements to buy such film in advance of production. He related the experience of his company, which conceived a series of films and made samples received with verbal enthusiasm by stations, but which was unable to obtain informal commitments in writing to accept the pictures.

Cohn said that without the active cooperation of the TV broadcasters, motion picture producers looking for the television market would be forced to deal only with the advertiser or abandon the field until the number of stations has been vastly expanded.

More than a score of speakers appeared before the all-day sessions and discussed a wide range of television topics. Eugene S. Thomas, WOR-TV manager of television operations, presided over the panel discussions.

Among the speakers, in addition to Shupert and Cohn, were M. C. Watters, WCPO-TV, Cincinnati; Sylvester L. Weaver, NBC television vice-president; Donald Thornburgh, WCAU-TV, Philadelphia; Donald Stewart, WDTV, Pittsburgh; G. Bennett Larson, WPIX, New York; John M. Outler, Jr., WSB-TV, Atlanta; E. Lawrence, Deckinger, Radio-Television Research Council; Lee B. Wailes, Fort Industry Co.; Russell G. Partridge, United Fruit; Dr. A. G. Ruthven, president of the University of Michigan; Dwight W. Martin, WLW-TV, Cincinnati; John A. Kennedy, WSAZ-TV, Huntingdon, W. Va.; Irving Rosenhaus, WATV, Newark, N. J., and E. K. Jett, WMAR, Baltimore.

A new automatic, instantaneous measurement device for checking the television audience was presented by C. E. Hooper.

Re-Elect All TBA Officers

All officers of the Television Broadcasters Association were re-elected at the meeting.

They are J. R. Poppele, president, Ernest B. Loveman, vice-president, Will Baltin, secretary-treasurer, and Paul Raibourn, assistant secretary-treasurer.

Ascap Talks

(Continued from page 1)

lated should include returns from spot announcements used near programs which include ASCAP-licensed music, Martin said. No formula on this question has yet been devised that is satisfactory to both parties, he said.

Martin expressed confidence that an agreement would be reached eventually as he said both parties were reluctant to resort to the alternative of turning the problem over to the Federal District Court of New York for a settlement, as provided in ASCAP's consent decree.

A blanket license between ASCAP and the television broadcasters was agreed upon in Washington in September, 1949, but discussions have continued since then on a per-program contract.

Warners Buy 495,000 Shares of Own Stock

Continuing the purchase of shares of its own common stock, Warner Bros. has purchased in the last year a total of 495,000 shares of common on the New York and Los Angeles stock exchanges at a total cost of $6,329,000, the company reports.

Kalmenson

(Continued from page 1)

that the only way to beat television is with television. We know television ads are being bought to restore to the motion picture theatres what television's free shows are supposed to be taking away."

Warner Product

This followed Kalmenson's outlining sales plans for forthcoming Warner product which included: "Lullaby of Broadway," Technicolor musical starring Doris Day and Gene Nelson; "Operation Pacific," John Wayne and Patricia Neal; "Storm Warning," Ginger Rogers and Ronald Reagan; "The Enforcer," Humphrey Bogart and Roy Roberts; "Sugar Foot," Randolph Scott and Adele Jergens; "Only the Valiant," Gregory Peck; "Strangers on a Train," Alfred Hitchcock's drama with Robert Walker and Ruth Roman; "Captain Horatio Hornblower," Technicolor, with Gregory Peck and Virginia Mayo; "Jim Thorpe—All American," Burt Lancaster; and "On Moonlight Bay."

Mort Blumenstock, the company's advertising and publicity vice-president, gave the group specific plans under way for the merchandising of "Operation Pacific," "Storm Warning," "Sugarfoot" and "Captain Horatio Hornblower."

Norman H. Moray, short subjects sales manager, also addressed the meeting with a discussion of the company's forthcoming plans for shorts and the Warner Pathe Newsreel.

Loew's Extension

(Continued from page 1)

tory Court for signature some time this week.

Extensions until Jan. 15 for Warners and until March 5 for 20th Centruy-Fox already have been granted by the court.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"

Leaves at noon, arrives 8:30 pm

United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.

UNITED AIR LINES

DO *More* Posting

Your BOXOFFICE is *Only* as good as your SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 112 NEW YORK, U. S. A., TUESDAY, DECEMBER 12, 1950 TEN CENTS

Majors' Books Need Not Be Shown in Suit

Precedent Claimed in Utah Percentage Action

SALT LAKE CITY, Dec. 11.—What was described as "an important precedent" for distributors in their percentage litigation was established at the conclusion of a hearing before U. S. Judge Willis W. Ritter in the seven percentage suits pending in the Utah Federal Court against S. L. Gillette and Associated Amusement Co.

The court granted the motion of the seven distributor plaintiffs to eliminate the requirement in an inspection order previously granted defendant Gillette that the distributors produce for inspection records of film rentals paid by all other exhibitors operating theatres served by their Salt Lake City exchanges.

Arguing in behalf of the distributors,

(*Continued on page 6*)

8 Percentage Suits Settled Out of Court

FT. WAYNE, IND., Dec. 11.—Eight percentage actions brought by as many distributors in Federal Court here against Peter G., George and Charles Mallers and various of their theatre corporations, in the Mallers Circuit operated out of Fort Wayne, have each been concluded upon filing of a stipulation in the court by the attorneys for both sides agreeing to terminate the suits as settled, and an entry of a voluntary dismissal order in each action was signed by U. S. Judge Swygert.

(*Continued on page 6*)

SWG Meeting Seen Authorizing Strike

Hollywood, Dec. 11.—A membership meeting of the Screen Writers Guild in progress here tonight is expected to vote virtually unanimous approval of a strike. The action follows inability to reach an agreement with producers on separation of rights, minimum aggregate compensation and television activities as bones of contention.

Myers Says No Arbitration Talks Before Allied Board Meet in Feb.

Washington, Dec. 11.—Allied States cannot and will not take part in any industry arbitration talks before its February board meeting, according to general counsel Abram F. Myers.

Myers again pointed out that Allied has not taken any stand in favor of such participation at any recent convention or board meeting, and therefore nothing can be done.

While he refused to declare whether arbitration would be on the agenda at the meeting on Feb. 15, one remark did point in that direction. "After all," he said, "the board meeting is only 60 days off, and I don't know whether there would be any occasion for Allied to act before then."

The Allied official said that "as of now, I don't know of any change" in his long-standing opposition to any industry-wide arbitration meet, but he repeatedly refused to say that Allied would not take part in an industry conference on arbitration. He also refused to say whether he had been approached on the matter by Loew's sales manager William F. Rodgers or by any other industry official.

State Censors Vote Aid To MPA Foreign Film Unit

The Advisory Unit for Foreign Films of the Motion Picture Association of America soon will receive from the film censors of the states of Kansas, Maryland, New York, Ohio, Pennsylvania and Virginia a joint offer of cooperation in the preparation of the Advisory Unit's manual for importers of foreign language films.

Dr. Hugh M. Flick, chief of the New York State Motion Picture Division, reported here yesterday that the meeting in New York last week of the censors of the six states passed a motion that the offer be put to B. Bernard Kreisler, head of the MPAA Advisory Unit. Kreisler was a guest speaker at the censors' meeting.

Terming the medium of the manual "an excellent opportunity to give them (the film importers) information regarding the type of application required by the state censors," Dr. Flick said he will draft a letter containing the censors' offer and submit

(*Continued on page 6*)

Columbia Officers, Board Reelected; Latter Is Expanded

Columbia's stockholders, at their annual meeting here yesterday, reelected the entire board of directors, which consists of Harry Cohn, Jack Cohn, A. Schneider, A. Montague, N. B. Spingold, L. M. Blancke, Donald Stralem, Henry Crown and Arnold Grant.

Following the stockholders' meeting, the directors held a meeting at which all officers were reelected. These include: Harry Cohn, president; Jack Cohn, executive vice-president; Schneider, vice-president and treasurer; Montague, Spingold, B. B. Kahane, J. A. McConville, Louis J.

(*Continued on page 6*)

$146,000 for 'Kim', Other NY Runs Dull

"Kim" at Radio City Music Hall provides the only bright spot among most New York first-runs, whose grosses in general reflect a dull week. Tied in with the Music Hall's traditional Christmas pageant, "The Nativity," and a stage revue "Starbright," the M-G-M Technicolor film grossed a splendid $91,000 for the weekend and the outlook is for an excellent $146,000 for the opening week.

"Cyrano de Bergerac" at the Bijou

(*Continued on page 3*)

Federation Asks For More Benefits

ALBANY, N. Y., Dec. 11.—Motion picture theatre interests are expected to oppose a one dollar hourly minimum wage bill for the state, just approved at the State Federation of Labor's annual legislative conference here. The Federation will support the measure when the legislature convenes in January.

Some delegates, representing more than 1,500,000 workers, discussed suggestions for boosts in unemployment

(*Continued on page 6*)

UPT Loan of $45,000,000 Is Completed

Will Retire Old Debts, Acquire New Assets

Arrangements for loans up to an aggregate amount of $45,000,000 have been completed by United Paramount Theatres with a group of banks and an insurance company, Leonard H. Goldenson, president, announced yesterday.

The initial financing consists of $8,750,000 of 2½ per cent notes due serially 1951-1956 to be sold to the banks, and $26,250,000 of 3½ per cent notes due in 1971 to be sold to the insurance company prior to the end of this year.

The remaining $10,000,000 to be represented by additional 3½ per cent notes due in 1971, may at the option of UPT be taken from the insurance company in whole or in part at later dates. All 3½ per cent notes are sub-

(*Continued on page 6*)

Muller Returns, UA Sale Action Seen

Action on proposals for a change in United Artists' ownership appears almost certain to take place this week. This was the opinion expressed here yesterday by a number of high-placed UA executives.

The belief was strong that Harry J. Muller, UA treasurer, who returned to New York yesterday following a week's visit on the Coast, brought back specific information regarding Charles Chaplin's position with respect to the proposals. Illness kept Muller at his home yesterday.

Dietrich Here on RKO Theatres Bids

Renewed negotiations for the sale of Howard Hughes' stock in RKO Theatres to the Harry Brandt - Trans Lux interests appeared a likelihood with the arrival here last night from the Coast of Noah Dietrich, RKO board chairman. Other bids for Hughes' theatre stock, which must be disposed of by early January, will be looked into.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, returned to New York from the Coast yesterday.

●

Edward L. Hyman, vice-president of United Paramount Theatres, Inc., has become a grandfather with the birth of Linda Jeanne to his daughter and son-in-law, Mr. and Mrs. William E. Blatz.

●

Dore Schary, M-G-M production vice-president, has been named chairman of the Los Angeles annual Boy Scout Circus, to be held April 27 at the Hollywood Bowl.

●

M. A. Lightman, Sr., president of Malco Theatres, and his son, M. A. Lightman, Jr., also a Malco executive, have returned to Memphis from New Orleans.

●

George Hickey, M-G-M Western district sales manager, and Ted Galanter, exploiteer, are in Seattle from San Francisco.

●

William F. Rodgers, M-G-M sales vice-president, will be in Philadelphia from New York tomorrow.

●

L. J. Kaufman, Warner Brothers theatre executive, has returned here from Hollywood.

●

Halsey Raines, M-G-M publicist, was in Boston from New York last night.

●

Ernest Emerling, Loew's Theatres executive, will appear on WOR-TV's "Why Don't You" tomorrow night.

●

Charles Schlaifer, president of Charles Schlaifer and Co., is in Washington from New York today.

Canadian Producers Elect Leon Shelley

Ottawa, Dec. 11.—Leon Shelley of Toronto has been elected president of the Motion Picture Producers and Laboratories Association of Canada at its convention here. Other officers elected are: F. R. Crawley of Ottawa, vice-president; Dean Peterson, Toronto, secretary-treasurer, and Frank Holmes of Winnipeg; Rene Germaine and Allan Moorehouse, of Montreal, and Leslie Thatcher of Toronto, directors.

Discussions concentrated on television, sales tax, theatrical and commercial film production, and other technical and laboratory problems. Gerald Graham, director of technical services for the National Film Board, spoke on new developments in magnetic recording and television. Secretary-treasurer Graham Fraser, of Ottawa, revealed contents of a communication from Prime Minister St. Laurent regarding the industry's offer of full facilities to the government in case of a national emergency.

Insider's Outlook

By RED KANN

IF Metro has no objection, we would like to borrow part of its title to describe our impression of "The Magnificent Yankee." Magnificent is the word for this film. Unusual and unorthodox are two other handy adjectives which also apply.

This picture, based on the stage play of the same name by Emmet Lavery, is about Oliver Wendell Holmes, the Yankee who went from Chief Justice of Massachusetts to the United States Supreme Court and served there honorably and well for 29 years until retirement at 90.

Here is a film happily minus any villains by the usual dramatic approach, unless it can be maintained that the heavies are to be found in the social and economic imbalances which Justice Holmes so valiantly fought.

■

As Holmes, Louis Calhern delivers one of the outstanding performances of the year. As his wife, Ann Harding never lags seriously behind him. He is 61 as the picture opens in 1902 and four-score-and-ten before it closes. The years between reveal his growing stature on the supreme bench, his close friendship with Louis Brandeis and something of the liberal coalition which they formed and carried forward. Mostly, however, the film tells of the home life of the eminent jurist, of the great understanding and companionship between husband and wife.

"The Magnificent Yankee' is a film of genuine delights and merits and of vast credit to the industry. It deserves an honorable reception and a prosperous career. It can have both in appreciative and diligent hands.

■ ■

Credit one book publishing house for not wringing its hands in despair over television display advertising in New York newspapers. It is Harper and Brothers, with sufficient foresight to act.

Action took the form of a full page—we're working off the one that appeared in the New York *Herald-Tribune*—to get over a witty selling message on its holiday list for boys and girls. The caption read:

Bring a Note of Cheer to those little lost souls—who don't have television sets.

There's no patent on this where there is a will, plus a determination, to fight stalwart competition on its own terms. The film industry can do it if it ever stops bemoaning its fate and rejects self-pity for self-confidence.

■ ■

Because Lauren Bacall thinks actors are not normal, apparently she made the Associated Press wire out of Hollywood yesterday. "A person has to be un-normal to get into this kind of a business. Normal people couldn't take it," she said, because: "You have to be slightly demented to make a fool of yourself in front of dozens of bored people. In the movie business, you have to do tense scenes in front of a whole crew of people, who don't care a bit about what you are doing. . . . Also you have to be a little nuts to get up at 6 A.M. to go to work."

Miss Bacall does much better when she sticks to her scripts.

■ ■

Not in Hollywood, of course, but practically every place else there is probably nothing more boring or annoying than those deadly and interminable screen credits. Therefore, Metro deserves some kind of an Oscar for meeting the requirements, but giving the audience a titter while doing it. It happens in "Watch the Birdie," starring Red Skelton, in which he plays three parts, and it goes like this:

As Skelton's three-ply credits appear, he takes up the narrative: "Hiya, folks. This is me, and me and me. I'll tell you what these names are so you can eat your popcorn in peace."

As the main title is flashed: "This is the title. Please tell your friends. We'd like to make a little money with this picture."

As the writing credits show up: "We had four writers on this picture. Three of 'em could write and the other one was my wife's brother."

For Harry Ruskin, the producer: "The producer raved about my acting. In fact, they took him away yesterday."

For Jack Donohue, the director: "A director has to have three things: imagination, showmanship and another job in case the picture's no good."

■ ■

Quotable quotes:

"I have heard every fantastic formula for restoring business to its previous high levels. In fact, I have heard everything discussed except the one old-fashioned American cure for digging your way out of anything—namely, hard work."—*Ben Kalmenson*, vice-president in charge of Warner distribution.

Chicago Circuits Are Split Over Closings

Chicago, Dec. 11.—Two of the nine Essaness houses scheduled to close, the Julian and the Southern, have been shuttered, according to Ralph Smith, the circuit's general manager. Three others, the Byrd, Davis and Bertha, are to close immediately. The other four scheduled to close are still on notice.

Elmer Balaban of the H. and E. Balaban circuit, said none of theirs would close, although several "had been put on notice, merely as a precautionary measure should business conditions warrant closure."

The Schoenstadt circuit said it did not plan to close any of its theatres. The Bartelstein circuit, admitting that business was off in many neighborhood houses, said they did not plan to close any of theirs, although "business conditions might call for such action."

J. S. Gregory, Alliance Circuit vice-president, said neither the Parkway nor the State would be closed. The circuit closed its Roseland four months ago. Business is "quite good" in Alliance's some 40 Indiana houses, he said. Gregory warned theatre operators to expect bad business for the rest of the month and perhaps for long afterwards. "Many problems must be faced and there are readjustments to be made," he said, "But there will always be a theatre business."

Boulting Coming Here

Roy Boulting, who, with his brother John, produced and directed "Seven Days to Noon" in England, will arrive here by air from London today to attend the American premiere of his production, produced for London Films. It will open Monday, Dec. 18, at the Trans-Lux 52nd Street Theatre, New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Betty HUTTON in Fred ASTAIRE
LET'S DANCE
COLOR BY Technicolor
A Paramount Picture
IN PERSON
NAT 'KING' COLE AND HIS TRIO
JIMMY DORSEY AND HIS ORCH.
Plus MICKEY DEEMS
Plus THE TONG BROS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

John Ford's
"RIO GRANDE"
starring
JOHN WAYNE - MAUREEN O'HARA
A Republic Picture
Brandt's MAYFAIR 7th Ave. 47th St.

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National Pre-Selling

EAGLE Lion Classics has effected a tieup with the Helbros Watch Co., whereby $25,000 in watches will be offered as prizes in 250 key situations in connection with the "Mr. Universe." Especially designed "Mr. Universe" and "Miss Universe" watches will be awarded winners in letter-writing contests to be conducted locally, spurred by the use of extensive cooperative advertising underwritten by local and national distributors of Helbros watches.

A second national contest will give 10 theatre managers watches for the best campaigns submitted on the picture, including the merchandising tieup. Lige Brien, *ELC's* exploitation manager, arranged the tieup and is preparing a special pre-selling kit for the use of field exploiteers.

•

Stirling Silliphant, national promotion manager for 20th Century-Fox, reports that results obtained from the first of a series of ads on "Bird of Paradise" to appear in WOMEN'S WEAR, *daily newspaper of the garment trades, has been "extraordinary." He states the approach, through a trade journal, brought an immediate response from retail merchants who consider the newspaper their trade authority. By this practical move, the company has effected a bond between two trades, using the factual tools of each industry. Merchant and manager can assemble their salesmanship and showmanship for the picture at the point of sale.*

•

More than 65,000,000 readers will be reached by free advertising for "I'd Climb the Highest Mountain" via a tie-up between 20th Century-Fox and the Estate Stove Co., the former reported yesterday.

With Estate Stoves endorsed by Barbara Bates, who is featured, full page ads are scheduled for *Farm Journal, Household* and Sunday newspaper magazine supplements in 70 cities. Ads will be timed to coincide with the film's release in February.

Also planned are local level tie-ups between dealers and exhibitors. Dealer displays and local dealer mat service are already being prepared by the stove company, while news of the tie-up and instructions as to how to put it to use on the local level will be carried in the pressbook of the film.

•

HOLIDAY *for January, due in about two weeks, will carry a five-page section devoted to the "Silver Globe" awards for pictures and picture-people who "best portray American life." The awards were given last week to 20th Century-Fox for "The Jackpot," to M-G-M for "Mystery Street," and to Joseph L. Mankiewicz and Ida Lupino, individually. The five-pages will carry stills from the films and a discussion of the basis for the awards.*

•

Continuing its national promotion campaign for "Let's Dance," Paramount has effected a tieup with the American Greeting Card Co. providing for 50,000 window streamers to be sent to retail stores. Another tieup with "Young Modes" will feature a "Let's Dance" dress to be offered in 30 cities where the chain has stores.

—WALTER BROOKS

Theatre Cashiers Vote RKO Strike

Granted permission by IATSE headquarters here to take a strike vote, the "IA" box-office cashiers' local representing 90 employes of 30 RKO theatres in Greater New York has voted in favor of strike action against the circuit.

Negotiations on the local's demand for a $30-per-week minimum and a 36-hour work-week broke down recently and the unit appealed to "IA" headquarters for strike vote permission.

It is expected that before an actual strike is called, "IA" international executives will confer with management representatives. Another avenue toward averting a strike would be a hearing before the Federal Mediation and Conciliation Service. The cashiers' minimum at present is said to be $28 per week.

20th to Release 30 Terrytoons

Twentieth Century-Fox will release 30 Terrytoon cartoons for 1951, Peter G. Lavathes, short subjects sales manager, has announced.

Of the 30, 26 will be newly-produced by Paul Terry's organization, while four others will be reissues. The following is a breakdown of the new releases: five Heckle and Jeckle; five Mighty Mouse; two Weather Bears; five Litle Roquefort; two Half Pint, two Gandy Goose, and five of a general nature.

High Court Blocks Communist Queries

WASHINGTON, Dec. 11.—By a vote of 8 to 0, the Supreme Court ruled today that witnesses have a right to refuse to answer questions regarding Communist connections, on grounds of possible self-incrimination.

Although the far-reaching decision was based on the case of a witness who refused to answer Communist questions put by a Federal grand jury, Justice Department attorneys said that, for all practical purposes, the ruling also applies to witnesses before Congressional committees.

The "Hollywood Ten" have been held in contempt for refusing to answer such questions on other grounds.

MPEA, France Set Remittances Deal

While no figures were immediately available, it was indicated here authoritatively yesterday that the Motion Picture Export Association has worked out a solution with the French government on earnings remittances covering a period prior to June, 1947.

The purpose of the recent trip to Paris of John G. McCarthy, Motion Picture Association of America foreign department chief, was to arrive at a satisfactory solution to the pre-1947 French remittance problem.

Fire Damages Theatre

KANSAS CITY, Mo., Dec. 11.—The Paseo Theatre here was damaged by fire. Only the front and one side wall were left standing. The theatre has been operated by W. Kilty for the past several months.

Loew's Gets Its 40th Foreign House

Morton A. Spring, first vice-president of Loew's International, reports the acquisition by Metro-Goldwyn-Mayer of its 11th theatre in Australia and its 40th in the M-G-M group of international showcases. The theatre, formerly known as the Century, will be renamed the Metro; it is located in Manly, seaside suburb ten miles north of Sydney.

Williamson Winner Of WB Competition

W. O. Williamson, Jr., Warner's Southeastern district manager with headquarters in Atlanta, has emerged in top-place in the company's 13-week billing competition which ended Oct. 28, it was announced here yesterday by Ben Kalmenson, distribution vice-president.

Second, third and fourth places in the district managers' contest were captured by Doak Roberts, Southwestern; Hall Walsh, Prairie, and F. D. Moore, Central, in that order.

To Hold Annual Film Festival in Ottawa

OTTAWA, Dec. 11.—John U. Chisholm, chairman of the annual convention of Motion Picture Producers and Laboratories of Canada, today announced that Ottawa will be the scene of the annual Canadian film festival, featuring presentation of awards for Canadian-made films.

Gordon Sparling, of Montreal, was appointed chairman of the association's film festival committee. Chisholm also announced that showmanship will be added to the list of prizes to stimulate interest in Canadian films.

National Council Hits 'Twist' Ban

The Production Code Administration's refusal to issue a PCA seal for J. Arthur Rank's "Oliver Twist" has been protested by the National Council on Freedom from Censorship. In a letter to Eric Johnston, president of the MPAA, the council, an affiliate of the American Civil Liberties Union, requested the association to hold a hearing on the ban, which "in effect will bar the film from most United States theatres."

Taking cognizance of efforts by private groups to suppress "Oliver Twist" because of its alleged anti-Semitism, the council has asked Johnston whether the association's failure to approve the film was owing to such pressure.

Youngstein Speaks Today

PHILADELPHIA, Dec. 11. — "What's Right with the Movies" will be the subject of an address by Max E. Youngstein, Paramount advertising-publicity vice-president, to be delivered here tomorrow before a group of leading local citizens who have organized a committee to re-name the city's mid-town section "The Great White Way."

NY Grosses

(*Continued from page 1*)

and "Trio" at the Sutton are continuing their consistent near-capacity runs, with the Bijou reporting $13,000 coming up for the fifth week and the Sutton looking for $13,800 in a ninth week. Otherwise most business is decidedly off in the Broadway sector.

The Roxy will open its Christmas show on Friday, with a "Yuletide Festival" stage and ice revue, a choral presentation of Schubert's "Ave Maria" and "For Heaven's Sake" on the screen. "The Jackpot" is bowing out with $55,000 expected for the final nine-day period; a figure that is not high even on a week's basis.

Strand Opening Mild

At the Strand, "Highway 301" opened moderately with $20,000 reported for the weekend and $40,000 expected for the week. Dave Apollon heads the stage bill. "Let's Dance" is holding up at the Paramount with $60,000 in sight for a second week. Jimmy Dorsey's band and the King Cole Trio are on the stage.

"Two Weeks with Love" closed Sunday at the Capitol with $24,025 for the final four days. "Watch the Birdie" opened yesterday with Enric Madriguera's band on stage. At the Rivoli, "Never A Dull Moment" is expected to equal the second week's estimate of $8,000 in its third week, but it is still slow business.

At the Criterion, "Woman on the Run" is holding up with a fair $10,000 due for a second and final week; two Disney reissues, playing a special Christmas engagement, will open there Friday. They are "Pinocchio" and "Make Mine Music."

'Red Shoes' Still Draws

"American Guerrilla in the Philippines" is expected to do a healthy $14,000 in its sixth week at the Astor, while "Red Shoes," playing continuous performances at the Victoria, is still demonstrating its drawing power with $16,000 reported in view for the third moveover week.

At Loew's State, "Operation X," which opened there Saturday, got off to a slow start and is expected to gross $14,000, which is poor business for a first week at that house.

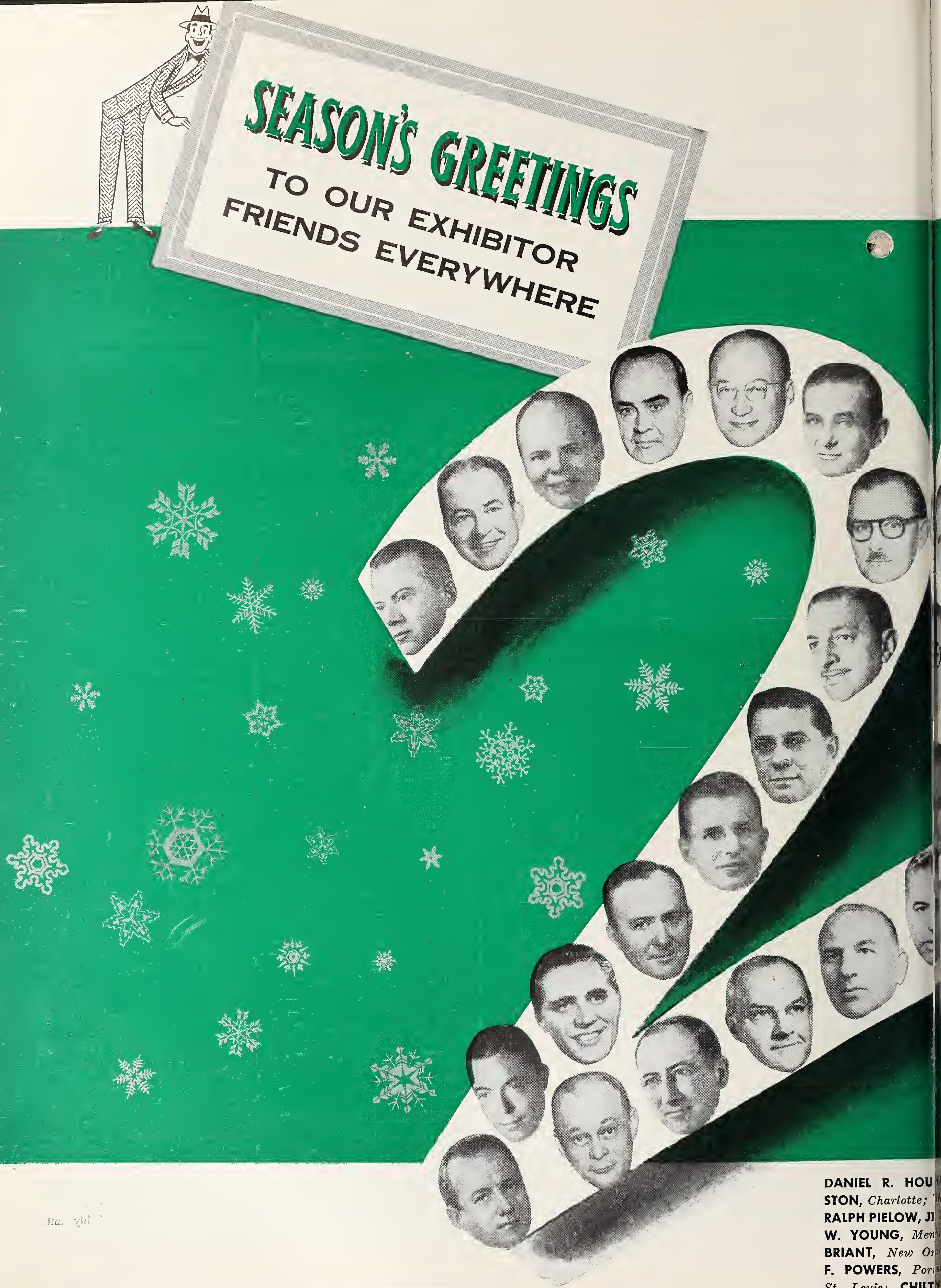
"September Affair" to Bow At Radio City Music Hall

Paramount's "September Affair" will have its world premiere at Radio City Music Hall sometime in the early part of February, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. The Hall Wallis production will follow the run of "The Magnificent Yankee" and it will be the first Paramount film to play the Music Hall since "Sunset Boulevard."

Illinois Allied Delays Special 'Crisis' Meet

CHICAGO, Dec. 11.—Jack Kirsch, Allied Theatres of Illinois president, today announced postponement of a special meeting to discuss the current box-office crisis, which was to have been held Dec. 14 in conjunction with Allied's 20th anniversary celebration Dec. 15.

Kirsch said some members and interested parties would be unable to attend the meeting and therefore it was being postponed probably until January.



SEASON'S GREETINGS
TO OUR EXHIBITOR FRIENDS EVERYWHERE

DANIEL R. HOU
STON, *Charlotte;*
RALPH PIELOW, J
W. YOUNG, *Men*
BRIANT, *New Or*
F. POWERS, *Por*
St. Louis; **CHILT**

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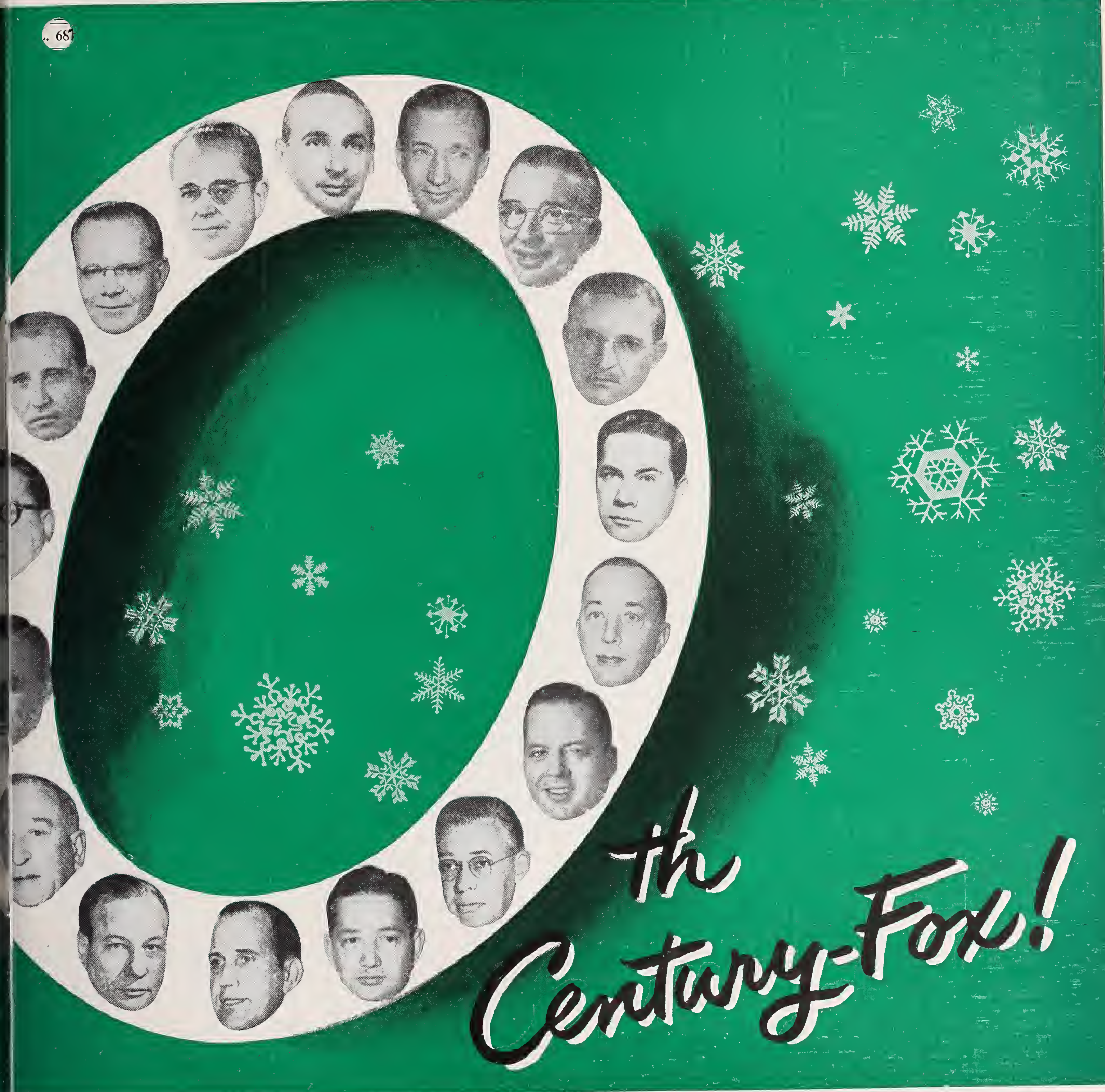


y; **FRED R. DODSON,** *Atlanta;* **JAMES M. CONNOLLY,** *Boston;* **CHARLES B. KOSCO,** *Buffalo;* **VERNON M. SKOREY,** *Calgary;* **JOHN E. HOL-**
IAM, *Chicago;* **JOSEPH B. ROSEN,** *Cincinnati;* **IZZY J. SCHMERTZ,** *Cleveland;* **MARK SHERIDAN,** *Dallas;* **VINCENT J. DUGAN,** *Denver;*
es; **JOE J. LEE,** *Detroit;* **TOM O. McCLEASTER,** *Indianapolis;* **JOE R. NEGER,** *Kansas City;* **CLYDE W. ECKHARDT,** *Los Angeles;* **TOM**
H. LORENTZ, *Milwaukee;* **MOE A. LEVY,** *Minneapolis;* **GERRY CHERNOFF,** *Montreal;* **BENJAMIN A. SIMON,** *New Haven;* **WILLIAM**
ION W. OSBORNE, *Oklahoma City;* **JOE E. SCOTT,** *Omaha;* **SAM E. DIAMOND,** *Philadelphia;* **AL LEVY,** *Pittsburgh;* **CHARLES**
LES L. WALKER, *Salt Lake City;* **ALEX W. HARRISON,** *San Francisco;* **REGINALD G. MARCH,** *St. John;* **GORDON F. HALLORAN,**
NETT, *Seattle;* **PETER MYERS,** *Toronto;* **JAMES E. PATTERSON,** *Vancouver;* **C. GLENN NORRIS,** *Washington;* **JOSEPH H. HUBER,** *Winnipeg*

Majors' Books

(*Continued from page* 1)

Edward A. Sargoy of the New York law firm of Sargoy and Stein, told the court that its previous order of Nov. 1 in effect called upon the distributors to produce for inspection by defendant Gillette, the records pertaining to upward of 1,000,000 separate film rental transactions over a nine-year period since Jan. 1, 1941, with some 450 theatres in the five states of Montana, Idaho, Utah, Wyoming and Nevada, served out of Salt Lake, and that except as to theatres of the defendants, the operators of these hundreds of other theatres were total strangers to the fraud claims in the above lawsuits.

It was argued for the distributors that film rentals paid by customers other than defendants were totally irrelevant to this litigation, since a claim of illegal discrimination in film rentals could never be a legally valid defense to percentage fraud claims under the Robinson-Patman Act Provision as claimed by defendant Gillette, since the act did not apply to film licenses but only to outright sales of commodities. It was also contended that such a defense could not be maintained under the Sherman Act, according to long established U. S. Supreme Court opinions.

Being completely irrelevant, there could be no justification, according to the distributor argument, for the vexatious and burdensome requirement to produce the records of every film rental paid for nine years by every other exhibitor in the Salt Lake area.

At the close of the distributor argument, the court stated that it was persuaded that these records of film rentals of other exhibitors were irrelevant to the suits, and having been unaware of that situation at the time of granting the original order on Nov. 1, it was now granting the distributor motion to eliminate the requirement to produce any such records for inspection. Judge Ritter directed counsel to prepare a formal order granting the distributor motion, which was thereafter signed by him.

At earlier hearings in the same cases, the court had overruled a series of motions by the exhibitor defendants to dismiss the distributor complaints and for other purposes, and had granted distributor motions for inspection of defendant Gillette's theatre records for a nine-year period.

8 Percentage Suits

(*Continued from page* 1)

The plaintiff distributors' counsel were taking extensive depositions of the exhibitor defendants and various other witnesses when the exhibitors made a settlement offer which was acceptable to the distributors. The amount paid in settlement was not indicated in the filed stipulation.

Skouras Deposition Set

SAN FRANCISCO, Dec. 11.—Charles Skouras, president of National Theatres, is scheduled to give a deposition tomorrow at Federal Court here in the $6,750,000 Samuel Goldwyn damage suit against Fox West Coast Theatres, and others.

Autry to Tour Nation

Columbia's Gene Autry will begin a personal appearance tour Jan. 13 of 36 cities in about that many days.

Reviews

"Grounds for Marriage"

(*Metro-Goldwyn-Mayer*) *Hollywood, Dec.* 11

THERE IS something for everybody, save the most serious-minded, in this contemporary comedy produced with imagination, enterprise and some daring by Samuel Marx, who also wrote the story from which Allen Rivkin and Laura Kerr extracted a trim and tricky script. There is humor in plenty, ranging from the mental to the manual, and both kinds of music, Kathryn Grayson, handling the operatic classics and The Firehouse Five Plus Two giving their bountiful all to the Dixieland stuff. Van Johnson, Barry Sullivan, Paula Raymond, Lewis Stone and Reginald Owen, round out a marquee cast which, combined with the provocative title, should get the picture off to a solid opening, after which it should travel by word-of-mouth to pleasant gross totals.

Johnson portrays a distinguished young doctor, engaged to the daughter of his senior partner, and Miss Grayson enacts his ex-wife, who has been abroad preparing herself for opera and has returned to greet him with the news that she still loves him and wants him to marry her again. Her brother, a millionaire toy manufacturer, played by Barry Sullivan, seeks to aid him in dissuading Miss Grayson, and the plot looks like it is headed for the stereotyped when psychiatry—used for fun, this time, happily—is introduced to explain Miss Grayson's abrupt loss of voice. While amusing situations mount and multiply, the dialogue explains in terms readily comprehensible to the audience that her affliction is psycho-somatically induced, and her ex-husband, who is also her doctor, attempts to effect a cure by pretending he is still in love with her as she is with him. He is successful, but falls victim to the same affliction, whereupon it becomes clear enough that both are as much in love with each other as ever and this is, of course, grounds for marriage.

A straight-line synopsis reads pretty frighteningly. The story as told is light, frequently surprising, solidly entertaining after the first few reasonably straightaway scenes have established the characters and the situation. Certain sequences, notably the dream rendition of "Carmen," the young medico's address to a ladies' club on the causes of the common cold, plus the night club passage in which Johnson does the Charleston, had the preview audience screaming their enjoyment.

Running time, 91 minutes. General audience classification. Release date, Jan. 19.

WILLIAM R. WEAVER

"At War with the Army"

(*Paramount*) *Hollywood, Dec.* 11

THE sky-rocketing popularity of Dean Martin and Jerry Lewis as entertainers is an unquestionable asset in favor of this rough-hewn comedy about the "G.I." and his training troubles. The affable vocalist and his bumbling side-kick carry the whole load, this time out, and between them they do a bang-up job of personal entertaining. But they are up against a state of affairs in Korea that poses a very great question indeed as to whether they or anybody else can make a present day audience laugh at the troubles of fictional soldiers on the screen while real soldiers are dying in an unfinished war. Probably only a formal exhibition of the picture in a theatre can provide the answer to that question. Some of the people who witnessed the unbilled preview of the picture at a Los Angeles theatre, including this enthusiastic admirer of the Martin-Lewis brand of amusement, could not separate the comedy on the screen from the casualty lists on their minds. That may be too much of a hazard for the picture to hurdle.

The picture is a filming of a stage play by James B. Allardice, with Martin and Lewis as long-time friends now in uniform and encountering the vicissitudes of military training. The action, naturally, is a bit circumscribed, sticking pretty closely to the orderly-room most of the time, and the content consists predominantly of gags, situation routines and humorous dialogue, with three or four song numbers worked into the proceedings. The most striking of these is a Martin-Lewis imitation of Bing Crosby and Barry Fitzgerald in "Going My Way," although the musical phase of the picture is uniformly pleasing. Orchestra leader Dick Stabile is a third name for exploitation purposes, the remainder of the cast consisting largely of unknowns.

Filmed independently by Abner J. Greshler, written and produced by Fred F. Finklehoffe and directed by Hal Walker, the picture is episodic and at some points the continuity slips a cog or two, but these are minor considerations. The fate of the production rides on the Martin-Lewis combination's ability to make an audience forget Korea.

Running time, 92 minutes. General audience classification. Release date, Jan. 17.

ROSCOE WILLIAMS

Brandt Gets Boston Shubert Copley

BOSTON, Dec. 11.—Harry Brandt, president and general manager of Brandt Theatres of New York has leased the Shubert Copley Theatre here. The first program will be the motion picture "Trio," produced by J. Arthur Rank and released in the United States by Paramount Pictures. The lease will become effective on Dec. 24.

Name Vincent 'V-P' Of Rogers Hospital

Walter Vincent has been elected vice-president and director of the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Vincent, long active in philanthropic work, once was president of the hospital before its maintenance was taken over by Variety Clubs International. He also is president of the Actor's Fund.

UPT Loan

(*Continued from page* 1)

ject to a semi-annual sinking fund requirement of 3⅓ per cent of principal, commencing July 1, 1956.

The financing will enable UPT to retire approximately $24,286,000 of consolidated indebtedness, with the balance of the funds being available for the acquisition and rearrangement of assets.

Giving effect to the initia[illegible]ncing and the proposed application of the loan proceeds, UPT's announcement said, the consolidated funded debt of UPT and subsidiaries will consist of notes in the amount of $35,000,000 and approximately $315,000 of underlying non-callable obligations. Corporate cash will be increased by approximately $10,714,000. The latter sum is the amount available for acquisition and rearrangement of properties.

Lehman Bros. served as technical and financial adviser to UPT in the financing transaction.

Columbia Re-elects

(*Continued from page* 1)

Barbano and Lester Roth, vice-presidents; Charles Schwartz, secretary.

The stockholders adopted a resolution increasing the board by two additional members, thus permitting a maximum of 13 directors against the previous maximum of 11. It was indicated that Lewis S. Rosensteil, chairman of the board of Schenley Industries, Inc., is in line for a Columbia directorship.

Jack Cohn presided at the stockholders' meeting, at which 583,579 of the 655,788 outstanding shares were represented by proxies. Some 580,615 shares were cast in favor of reelection of the directors, with no opposition registered. The per-share vote for increasing the board membership was 550,971 to 21,390. No discussion took place on any proposition which came before the stockholders.

Federation Asks

(*Continued from page* 1)

insurance benefits, workmen's compensation and sickness disability payments.

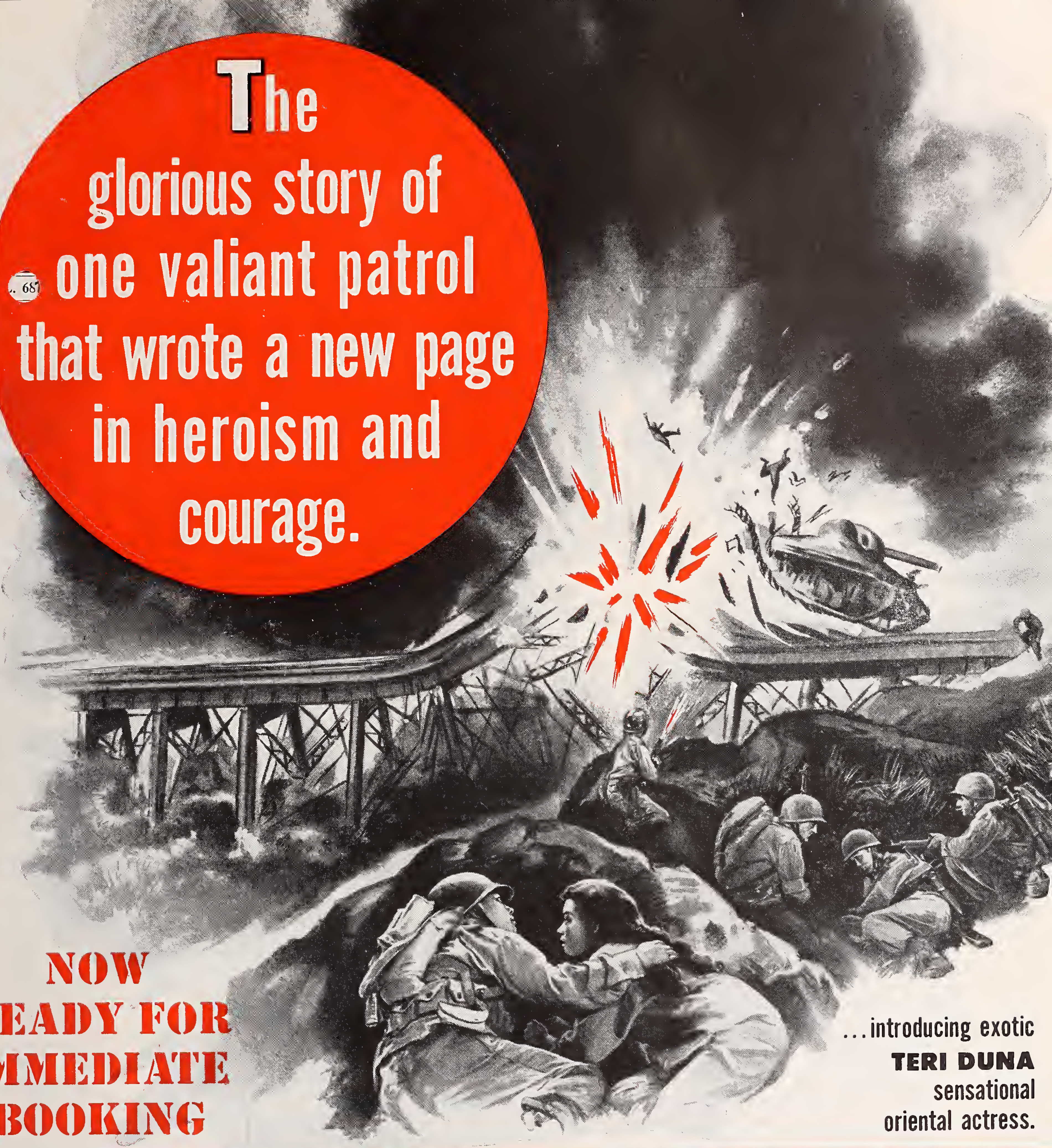
It is believed the conference will ask the legislature to hike maximum unemployment payments to $35 weekly and increase minimum allowance, now $10 weekly and will also ask a maximum payment of $35 weekly under both the workmen's compensation and the state's new sickness disability law. The conference likewise is expected to ask that sickness and disability payments be extended from 13 to 26 weeks.

Censors, MPA Unit

(*Continued from page* 1)

it for approval to his counterparts in the other states before sending it to Kreisler. Dr. Flick believes the "mechanics" of the censors' activities in connection with foreign language films can be aided immeasurably through the censors' cooperation in the preparation of the manual.

Dr. Flick said it is likely that the censors will meet again within a year in one of the five other states. The meeting last week, he said, was very beneficial in terms of ideas, in the opinion of all of the delegates.



The glorious story of one valiant patrol that wrote a new page in heroism and courage.

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Produced by Walter Shenson • Story and Screenplay by Kenneth G. Brown and Walter Shenson • Directed by Max Nosseck

Executive Producer Jack Schwarz • An EAGLE LION CLASSICS Release

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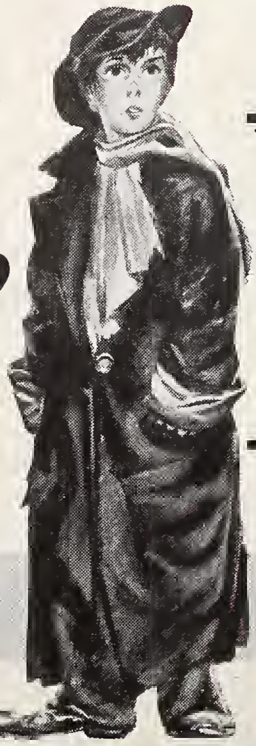

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The MUDLARK

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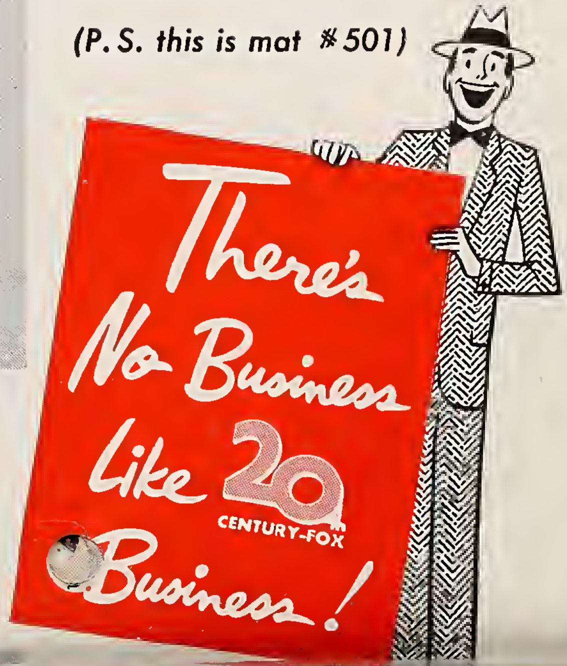
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VOL. 68. NO. 113 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 13, 1950 TEN CENTS

Columbia Sets Loan Deal for $12,000,000

$7,200,000 Borrowed Initially; 6-Year Pact

Columbia has completed with a group of banks a loan agreement which will make available to the film company maximum loans of $12,000,000 to July 31, 1951. Funds made available will decrease thereafter by a fixed amount of $1,200,000 annually over a six-year period. The funds derived from the loans will be added to the general working capital of the company.

The agreement was closed with First National Bank of Boston, Bank of America, National Trust & Savings Association, and the president and directors of The Manhattan Co.

Last month, Columbia borrowed

(*Continued on page* 5)

Univ. Debentures Down $1½-Million During Past Year

During the last fiscal year Universal reduced by $1,533,000 the amount of its 3¾ per cent sinking fund debentures, whose due date is March 1, 1959. Amount outstanding as of Nov. 30 was $3,897,000.

In the fiscal year ended Oct. 28, $356,000 of debentures were acquired by "U" for $325,455 in cash to meet the ordinary sinking fund requirements for 1950, which together with $258,000

(*Continued on page* 6)

Cleveland Group A 'PR' Leader: Mayer

CLEVELAND, Dec. 12.—Cleveland's showmen's committee is doing on a local level what COMPO is trying to do on a national level, Arthur Mayer, Council of Motion Picture Organizations' executive vice-president, told 75 film men today at an industry luncheon at the Carter Hotel. Explaining COMPO's aims, Mayer said that in the present national emergency if there were no COMPO the industry would have to form one. He asked for unity and old-fashioned showmanship.

Mayer urged the reinstatement of

(*Continued on page* 6)

Niles to Probe Complaints Of Trade Practice Ills

ST. LOUIS, Dec. 12.—Widespread complaints in this area of forced selling, unlawful clearances and discrimination against independent exhibitors have resulted in the appointment of Charles Niles, Allied States national treasurer, to the task of collecting all charges of violations of the government's industry decree.

The action was taken by Trueman T. Rembusch, national Allied president, following a meeting here yesterday of the officers and board of Mid-Central Allied. Rembusch urged every Allied exhibitor to register any complaint with Niles, who after investigation will forward them to Abram F.

(*Continued on page* 4)

Expect to Close Brandt-RKO Deal

Negotiations for the purchase by Harry Brandt's Trans Lux Theatres Corp. of Howard Hughes' 24 per cent stock interest in the new RKO Theatres Corp. were resumed here yesterday following the arrival from the Coast of Noah Dietrich, RKO board chairman and Hughes' representative, and Tom Slack, attorney for Hughes.

Parties to the transaction are at work on details of the proposed deal. Both sides expressed confidence that an agreement can be finalized before the RKO divorcement deadline on Dec. 31.

Britons Back New Lopert Firm; To Distribute in U. S.

British and American interests have joined forces to form a new company for the distribution in the U. S. of films made abroad and in America, it was announced here yesterday by Robert W. Dowling, president of City Investing Co., who will act as board chairman. The company will be known as Lopert Films Distributing Co., and Ilya Lopert will be president.

Associated with Dowling and Lopert in the venture are British Lion and Sir Alexander Korda and his London Film Co. Korda will act as chairman of the executive committee and as a member of the board, which also includes Harold C. Drayton, British Lion board chairman and a leading

(*Continued on page* 6)

Linet in U-I Sales Promotion Post, Livingston Ad Head

In line with Universal-International's policy of more closely integrating its advertising, publicity and exploitation divisions with its sales department to more effectively meet current marketing problems, David A. Lipton, vice-president in charge of advertising-publicity, has created a new sales promotion department and appointed Henry A. (Hank) Linet to the newly-created post of sales promotion manager.

At the same time, Lipton promoted Jeff Livingston to the post of Eastern advertising manager previously held by Linet. In his new post, Livingston will continue to supervise the promotion of the J. Arthur Rank pic-

(*Continued on page* 5)

U.K. Government Financing Unit Entering Production

By PETER BURNUP

LONDON, Dec. 12.—A cooperative production venture to be headed by James H. Lawrie, managing director of the government's Film Finance Corp., is scheduled to get under way here on Jan. 8, although the plan still is without specific authority from Parliament.

Presumably following conferences between Lawrie and Harold Wilson, president of the Board of Trade, it was

(*Continued on page* 6)

Phonevision Seeks Ascap Music License

Zenith Radio Corp. has applied to the American Society of Composers, Authors and Publishers for an experimental license to cover the public performances of Ascap music on a commercial test basis in its scheduled trial of Phonevision in Chicago.

Clearing the music performance

(*Continued on page* 6)

Says TV Films Killing 'B's' And Reissues

Charges Phonevision Even Greater Threat

LOS ANGELES, Dec. 12.—The use of old films on telecasts to homes has just about struck the reissue and "B" feature market for theatres a death blow, a report on a home-set TV survey by exhibitors disclosed here today.

The report, made by the television committee of the California Theatre Owners Association, declares that the continued use of reissues and "B" productions "will eventually put every independent producer and small company out of business," the committee found. Some 38 per cent of set owners preferred films to all other TV programs.

(*Continued on page* 6)

French Deal Upsets Hays Award Plan For Remittances

The solution to remittance problems affecting earnings prior to 1947 which the Motion Picture Export Association has worked out with the French government has upset the balance of the arbitration award handed down several months ago by Will H. Hays to cover remittances for the pre-1947 period, it was indicated here yesterday.

Whether further arbitration of the difficulties involved will take place

(*Continued on page* 5)

P. A. Williams Heads MOT's Sales, Ads

P. A. Williams has been named theatrical sales manager of March of Time, by Richard de Rochemont, MOT producer. In this capacity he will also direct MOT's advertising and public relations. Marjorie Harker will continue as public relations manager in association with Williams.

Since 1946 Williams has been with the New York sales staff of *Fortune Magazine*, where he has also handled special public relations assignments. For the past three years he handled

(*Continued on page* 6)

Personal Mention

E. M. SAUNDERS, assistant M-G-M general sales manager, is due back here from Chicago today from Kansas City.

•

WILLIAM B. ZOELLNER, head of M-G-M's short and newsreel sales, today winds up his latest tour by leaving Minneapolis for New York.

•

JACK L. GERTZ, of Jack L. Gertz Enterprises, and MRS. GERTZ have left Cleveland for a two-month trip through the West.

•

RICHARD HEDGLEN, M-G-M booker in Cleveland, and MRS. HEDGLEN announce the birth of a son, their first child, at St. Ann's Hospital there.

•

HERMAN STOFLE, assistant manager of the RKO Palace, Columbus, O., and MRS. STOFLE announce the birth of a son.

•

WILLIAM F. RODGERS, M-G-M vice-president and general sales manager, plans to leave here .for Florida in about two weeks.

•

PETE SMITH begins his 20th year as an M-G-M-producer-narrator on Jan. 1.

•

HARRY J. MULLER, United Artists treasurer, was confined to his home here yesterday with a cold.

Pioneers to Elect New Board Jan. 6

The Foundation of the Motion Picture Pioneers will meet here Jan. 6 to elect 21 directors, it was announced here yesterday by H. J. Takiff, secretary.

The nominating committee of the organization has nominated the following for directorships: Jack Alicoate, Barney Balaban, Harry Brandt, Steve Broidy, Jack Cohen, Sam Dembow, Jr., Ned E. Depinet, Gus Eyssell, Si Fabian, James R. Grainger, Abel Green, William J. Heineman, John J. O'Connor, Robert J. O'Donnell, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros P. Skouras, Albert Warner and Joseph Vogel.

Borkland Resigns From Justice Dep't

WASHINGTON, Dec. 12.—Herbert Borkland, No. 3 man in the Justice Department anti-trust division, has resigned to go into private practice with his former boss, Assistant Attorney General Herbert A. Bergson. Borkland participated in many of the film case consent decree negotiations.

With the resignations of Bergson and Borkland and the transfer of Holmes Baldridge to the claims division, the anti-trust division has lost three of its top "trust-busters" within the last three months.

MPEA Agrees to 2½% German Tax

Virtual agreement has been reached by the Motion Picture Export Association with the West German government on a compromise settlement of the original German demand for a 25 per cent import license tax on American films, home office foreign department officials confirmed here yesterday.

Basis of the compromise is a two-and-one-half per cent tax on total film billings, retroactive to last Jan. 1. Details of the agreement have still to be worked out. MPEA had contended that the original tax proposal would have forced American companies out of the German market.

MPEA to Continue Japan Operations

The board of directors of the Motion Picture Export Association voted here yesterday to conitnue the MPEA distribution setup in Japan to the end of 1951.

This extends by an additional six months the term of the present licensing agreements which would have expired on June 30, 1951.

Present at the meeting, which was held under the chairmanship of Eric Johnston, MPEA president, were: William E. Osborne, Allied Artists; Jack Cohn, Abe Schneider and Arnold Picker, Columbia; Nicholas M. Schenck, Arthur M. Loew and Morton Spring, Loew's; Barney Balaban, George Weltner and J. W. Piper, Paramount; Ned E. Depinet and Phil Reisman, RKO; Richard W. Altschuler, Douglas T. Yates and Theodore Black, Republic; W. C. Michel, Francis L. Harley and Emanuel Silverstone, 20th Century-Fox; Douglas Ornstein, United Artists; J. J. O'Connor and A. Aboaf, Universal; Sam Schneider, Wolfe Cohen and John J. Glynn, Warner, and Theodore S. Hope, Jr.

Also present from the MPEA and MPAA were: Joyce O'Hara, Irving Maas, Fred W. DuVall, Sidney Schreiber, John G. McCarthy, Herbert J. Erlanger, Frank Alford and Theodore Smith.

Ben Henry Resigns 'U' London Post

LONDON, Dec. 12.—Ben Henry, Universal representative here for the past several years, has resigned, effective Jan. 1. His new plans are to pursue several business activities of his own. Universal has not announced a successor for his post. Henry formerly was with Columbia British Pictures here and prior to that was with other British distribution companies.

Seeks TV, Radio Tax

BOSTON, Dec. 12.—A tax bill introduced in the Massachusetts legislature would tax radio and television sets.

Charles McDonald Retires from RKO

Charles B. McDonald, veteran theatreman who broke into the business in Manila in 1911, this week retired and on Sunday he will leave for Hollywood, Fla., where he will make his future home.

With his retirement on pension, he completes the film cycle. First attraced to exhibition while in the U. S. Army in the Philippines, 39 years ago, he next ventured briefly into production with Charles Pathe. Returning to the U. S. in 1914, McDonald joined the Canadian Expeditionary Forces as a captain, but was invalided out. The following year in Chicago, he sold films for Fox Film, shortly thereafter shifting to Fox Theatres.

In 1920, he joined B. S. Moss who had joined the Keith organization and for nine years operated Moss's Broadway Theatre at Broadway and 41st St., New York, while maintaining supervision of the Cameo and Jefferson. But it was with RKO Theatres that McDonald spent most of his working years—30 of them. Initially there, he traveled the country installing sound equipment. In 1929, he was appointed a district manager under Joseph Plunkett, general manager of the circuit. For most of those three decades, McDonald was in active theatre operation. When his eyesight became impaired about 18 months ago, he assumed less rigorous duties with Major L. E. Thompson.

'Montezuma' Will Have a Benefit Bow

Twentieth Century-Fox's Technicolor "Halls of Montezuma" will have an invitational benefit world premiere at the Roxy Theatre here on Jan. 4.

In cooperation with the U. S. Marine Corps, the premiere performance will be sponsored by the Marine Corps League of New York, Welfare Metropolitan District, Detachment No. 1. All proceeds from the premiere showing will be distributed among the families and dependents of Marine casualties in the Korean fighting.

The U. S. Marine Corps is preparing a series of special exhibits to be displayed in the Roxy lobby for the run of the picture. The exhibits will be explained to Roxy patrons by Marine Corps personnel.

20th-Fox Resumes Decree Discussions

WASHINGTON, Dec. 12.—Attorneys and company officials of 20th-Fox resumed discussions with the Department of Justice here today on the company's proposed consent decree in settlement of the government anti-trust suit. Participants declined to comment on developments.

The Justice Department recently gave 20th-Fox an extension to March 5 for the submission of a divorcement plan as required by the Federal Court. The extension was based on the prospect of an agreement being reached on a consent decree prior to that date.

Newsreel Parade

GEN. MacARTHUR at the Korean front and Al Jolson's posthumous medal are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 100 — Gen. MacArthur at the Korean front. Atomic spy sentenced. Haiti's new [illegible]ident. Mt. Etna continues volcanic fu[illegible]viation in the U.S. Diamond fashi[illegible] Football. Racing.

NEWS OF THE DAY, No. 230 — Gen. MacArthur at the Korean front. Mt. Etna acting up. "Beast of Buchenwald" gets the jitters. Strato-jet A-bomb carriers. Nation honors Al Jolson. Haiti hails first elected president. Turf classic, motorcycling.

PARAMOUNT NEWS, No. 33—Gen MacArthur at the front. World gets results of Truman-Attlee conference. Ilsa Koch on trial. Princess Elizabeth visits Greece. Al Jolson remembered. Haiti hails new president. Danish King honored. Racing.

TELENEWS DIGEST, No. 50-A—Korean front. Mt. Etna erupts. Israel: Festival of lights. Floods in France. Students demonstrate for united Europe. Paris: Lions initiate lion cub. Fashions for men. Racing.

UNIVERSAL NEWS, No. 412—Gen MacArthur visits Korean front. New B-47 strato-jet bomber. Italy: spectacular oil fire. Children supplied with disaster tags. Sports: racing, football.

WARNER PATHE NEWS, No. 35—Gen. MacArthur surveys front. Clement Attlee in Canada. Atomic dog-tags to children. Medal awarded to Al Jolson's son. Hawaii: contest winners sail for Hollywood. Ilsa Koch on trial. Ice fashions. Racing, football.

Reluctant to Rule On 'Twist' Showing

DALLAS, Dec. 12.—Civic leaders of this city, who were recently given a private screening of J. Arthur Rank's British-made "Oliver Twist," an Eagle Lion Classics release, by Interstate Theatres, have as yet failed to arrive at a decision on whether Interstate should play the production, and frankly are not desirous of making one either way, it was disclosed here today by Robert J. O'Donnell, Interstate executive.

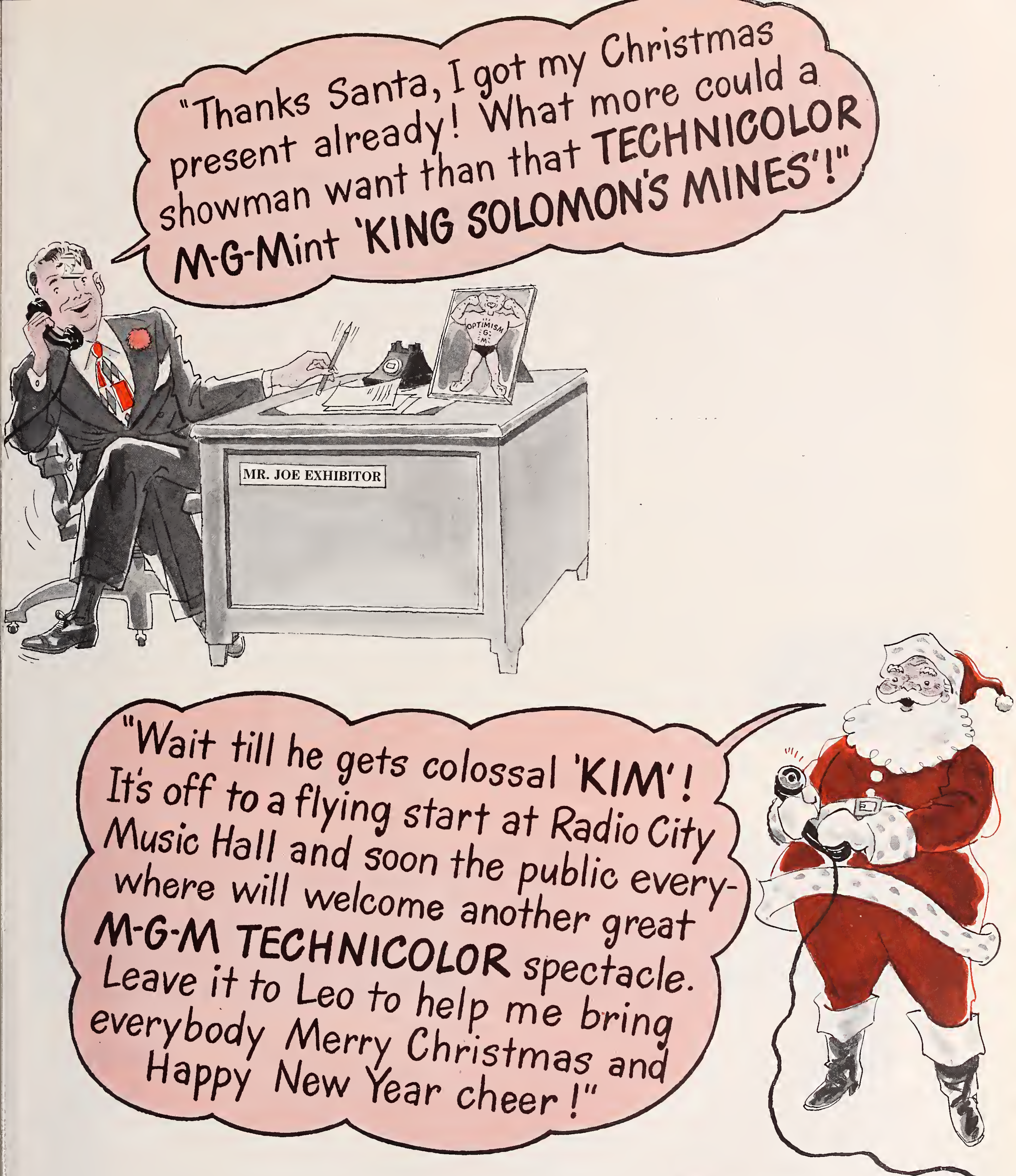
Regardless, said O'Donnell, Interstate has never played a picture without the seal of the Production Code Administration which will be the governing factor until such time as that is finally decided on ELC's appeal to the Motion Picture Association of America from the refusal of the PCA to issue a seal. A controversy over charges of some anti-semitic aspects of the Fagin character in the film started in the U. S. nearly two years ago and ELC has kept it on the shelf.

Eagle Lion Classics indicated in New York yesterday that its sales department will not attempt to secure bookings for "Oliver Twist" pending review of the Production Code Administration action by the Motion Picture Association of America board of directors.

Alonso in Television

The third television station built by RCA for operation in Havana has been shipped to Cuba to be operated by the Telenews Company, Alonso, S. A.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


"Thanks Santa, I got my Christmas present already! What more could a showman want than that TECHNICOLOR M-G-Mint 'KING SOLOMON'S MINES'!"
OPTIMISM G M
MR. JOE EXHIBITOR
"Wait till he gets colossal 'KIM'! It's off to a flying start at Radio City Music Hall and soon the public everywhere will welcome another great M-G-M TECHNICOLOR spectacle. Leave it to Leo to help me bring everybody Merry Christmas and Happy New Year cheer!"

FOR CHRISTMAS ALL YEAR VOTE M-G-M!

M-G-M VOTED "FAIREST COMPANY TO DO BUSINESS WITH" AT TWO EXHIBITOR CONVENTIONS!

Thanks to Allied Theatre Owners of Iowa and Nebraska who acclaimed The Friendly Company at meetings in Omaha and Des Moines, joining other exhibitor groups who have similarly honored M-G-M!

Two Warner Films To Play Loew's Here

Two top Warner pictures, "Breakthrough" and "The West Point Story," will play Loew's Theatres' Metropolitan circuit under terms of a deal concluded yesterday. "Breakthrough" is slated to start Jan. 10, with the other to follow at a later date.

The deal aroused interest among exhibitors here as the usual pattern of play-off in the Metropolitan area has the RKO circuit showing top Warner product. Sol Schwartz, RKO Theatres president-elect, said yesterday that his company had dickered for the pictures but offered no reason for the sale to Loew's.

Trade observers were of the opinion that Warners, with its consent decree negotiations for divorcement nearing a conclusion, had already begun to sell on an "open period" basis without regard to old established customs.

'Mudlark' Bow Take To Aid Cancer Fund

MIAMI, Dec. 12.—Proceeds of the world premiere of 20th Century-Fox's "The Mudlark," which will mark the debut of Wometco's new Carib Theatre here, will go to the Damon Runyon Cancer Fund and three local charities.

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Review

"King of the Bullwhip"

(Western Adventure Productions)

THERE is a heavy complement of hard-riding, fisticuffs and gunplay plus a couple of novel twists that will hold attention between the not-always perfectly clear story points in this Western melodrama. It builds up to a hero-villain struggle fought with bullwhips as weapons. This final conflict, from which the picture derives its title, is quite something to see, although an earlier venture into the field of novelty, which depicts a principal character as knocking outlaws out of their saddles with a sling-shot and pebbles, is an innovation only the youngest of Western fans can be expected to take at face value. Lash LaRue, Fuzzy St. John and Jack Holt are the top names, the first two carrying the story and Holt appearing only secondarily.

The script, by Jack Lewis and Ira Webb, brings LaRue and St. John into a bandit-ridden frontier area as U. S. Marshals summoned by the local banker. Since the reigning highwayman is known to wear a mask and to operate with a bullwhip instead of a gun, LaRue accepts an offer by the local saloonkeeper to impersonate the highwayman in a series of holdups for which the latter will be blamed. LaRue intends to return to the rightful owners the loot which he acquires, after he has learned the identity of the highwayman, but his own identity is discovered by the outlaws before he has done so, and a series of complications impedes for a while the successful completion of his mission.

Ron Ormond produced and directed, with Ira Webb as associate producer.

Running time, 59 minutes. General audience classification. Release date, not set.

Kalmine to Preside At Warner Meeting

Harry M. Kalmine, president and general maanger of Warner Brothers Theatres, will preside over a zone managers meeting tomorrow at the company's home office.

Zone managers attending will be: James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh; George A. Crouch, Washington, and Ben H. Wallerstein, Hollywood.

Film buyers present will include: Alex Halperin, Chicago; Joe Weinstein, Cleveland; Bert Jacocks, New Haven; Harry Rosenquest, Newark; Max Friedman, Albany; Ted Minsky, Philadelphia; Harry Feinstein, Pittsburgh; L. F. Ribinitzki, Washington, and Leo Miller, Hollywood.

Warner home office executives attending, besides Kalmine, will include Miles Alben, M. Blackman, Frank Cahill, Herbert Copelan, Zeb Epstein, Nat Fellman, Harry Goldberg, Lou J. Kaufman, Herman R. Maier, Frank Marshall, W . Stewart McDonald, Frank Phelps, Harold Rodner, Bernard Rosenzweig and Ben Wirth.

Niles to Probe

(Continued from page 1)

Myers, general counsel in Washington.

Allied exhibitors in this area also charge that local sales forces of distributors are failing to live up to promises made by the film companies' general sales managers in regard to flat-rental selling policies. These complaints will be forwarded to Allied's committee on percentage sales.

Specific charges that Niles will investigate include the inability of an exhibitor to buy picture-by-picture or selectively; illegal clearances and discrimination as to play dates and prints.

Attending the Mid-Central Allied meeting, in addition to Rembusch and Niles, were Jeff Jeffries, president, Hugh M. Graham, secretary-treasurer, and directors Earl Vandiver, Kennett, Mo., Ted Keelan, Sheffield, Ill., Marion Bodwell, Wyoming, Ill., and Paul Steelman, Winchester, Ill.

Argue SEG Status Before Labor Board

WASHINGTON, Dec. 12.—The National Labor Relations Board today had under advisement conflicting accounts of the status of the Screen Employes Guild.

In staements filed with the Board on the question of whether the Guild should continue to represent home office workers of Paramount Pictures, IATSE said that the SEG had lost its identity in the New Distributive, Processing and Office Workers of America, while the SEG and the United Office and Professional Workers of America contended that the Guild had complete autonomy.

Durkin Affidavit

James Durkin, president of the UOPWA, and Sigmund Matles, president of Local No. 20 of the SEG, submitted affidavits declaring that the local is exactly the same union that always represented the Paramount workers, and that the only difference is that the affiliation of the parent UOPWA has been changed from the CIO to the new DPOWA. They declared that it was unaffiliated from March to October of 1950, and that although in October it affiliated with the new organization, it remained a separate, autonomous organization within the new group, with full freedom of action.

Russell M. Morse, president of the Motion Picture Home Office Employes' Union, Local H-63, IATSE, told the board that the SEG has completely lost its identity in the DPOWA, with screen workers accounting for only 700 of the organization's 40,000 members, the rest consisting of manual workers and warehousemen.

The board also had a petition from 100 Paramount workers asking the government to reject the SEG.

'Redbook' Cites 'Eve'

"All About Eve," 20th Century-Fox, with Bette Davis, Anne Baxter, George Sanders and Gary Merrill, has been named "The Picture of the Month" in the December issue of *Redbook* by Florence Somers, *Redbook* film critic.

SWG Fight Backed By Authors League

The Council of the Authors League of America, meeting at the Lotos Club here yesterday, adopted a resolution commending the Screen Writers' Guild for "standing firm" in its demand for separation of film, television and radio literary rights.

The Council pled[illegible] "the wholehearted support [illegible]y the League of any action that may be necessary to achieve these demands."

Screen Writers Vote Studio Strike

HOLLYWOOD, Dec. 12.—By the overwhelming vote of 493 to four, the Screen Writers Guild membership last night authorized the board to call a strike against major studios, following a legally-required 60-day notice, if negotiations for a new contract are not satisfactorily completed.

Guild officials said a strike can take whatever form seems appropriate, ranging from a general one-day walkout against all, or a strike against a single studio, to an over-all strike against all. Guild member Harry Tugend was authorized to notify studios immediately, as required under the Taft-Hartley Law.

Although minimum aggregate compensation, television and title-card regulations are among issues on which Guild-producer negotiations have broken down, the principal point at stake is a separation-of-rights agreement sought by the Guild. Karl Tunberg, Guild president, said producers had originally agreed to separate motion picture, television, remake, sequel, dramatic and publication rights, but later reduced the agreement.

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Linet

(*Continued from page* 1)

tures by the U-I special films division.

The new sales promotion department represents a consolidation and expansion of the company's sales promotion activities. It will function as a unit of the advertising, publicity and exploitation division under Lipton.

Linet [illegible] held the post of Eastern advertisi[illegible]manager since 1942 with growing emphasis in recent years on advertising and promotional cooperation with exhibitors. He has worked closely with the sales department, reflecting the company's sales policies in his contacts with theatres. He started in the industry in 1923 as managing editor of the old trade paper *Exhibitors Trade Review*. At one time he held posts as advertising-publicity director of Columbia Pictures and Red Seal Pictures as well as associate editor of *Showmen's Trade Review*.

Prior to his new appointment, Livingston held the post of executive in charge of advertising-publicity for the U-I special films division. He started in the industry in 1937 with Metro-Goldwyn-Mayer's advertising-publicity department. He handled the road-show engagements of "Henry V" for United Artists and "Hamlet" for Universal.

Film Festival April 2-16

Paris, Dec. 12.—Most of the 40 nations invited to take part in the fourth International Film Festival at Cannes April 2-16, 1951, have informed the French government of their intention to participate.

REAGAN NAMES 33 CHAIRMEN FOR 'BROTHERHOOD WEEK,' FEB. 18-25

Thirty-three distributor exchange area chairmen for 1951 "Brotherhood Week" observances, Feb. 18 to 25, have been named by Charles M. Reagan, chairman of the motion picture division of the National Conference of Christians and Jews. Those appointed follow:

Albany: Danny Houlihan, 20th Century-Fox, Atlanta; Ansley B. Padgett, M-G-M, Boston; George W. Horan, Warner, Buffalo; Dave Miller, Universal, Charlotte; Al Duren, Paramount, Chicago; Tom Gilliam, 20th, Cincinnati; Joseph Rosen, 20th, Cleveland; Irving Pollard, Republic, Dallas; Ed Williamson, Warner, Denver; R. C. Hill, Columbia, Des Moines; Gerald McGlynn, M-G-M, Detroit; W. D. Woods, Warner, Indianapolis; G. R. Frank, Paramount, Kansas City; James W. Lewis, RKO, Los Angeles; Earl Collins, Republic, Memphis; Herman Crisman, Columbia, Milwaukee; Jack Lorentz, 20th, Minneapolis; C. J. Dressell, RKO, New Haven.

Also, Arthur Greenfield, Universal, New Orleans; George Pabst, Eagle Lion Classics, New York; Sam Diamond, 20th, Oklahoma City; Ralph B. Williams, RKO, Omaha; I. M. Weiner, Universal, Philadelphia; William Mansell, Warner, Pittsburgh; George Tice, Columbia, Portland; Ralph Amacher, Eagle Lion, St. Louis; Harry Haas, Paramount, Salt Lake City; Clifford Davison, RKO, San Francisco; Neal East, Paramount, Seattle; Sam S. Davis, M-G-M, Washington; Jerry Adams, M-G-M, Jacksonville; Robert Dunbar, Tampa.

French Deal

(*Continued from page* 1)

was indeterminable yesterday, but the dissatisfaction which Warner expressed with the Hays award before the French government further complicated matters was regarded as a possible springboard for new hearings in light of recent developments.

As one major company spokesman expressed it yesterday, "there is not as much in the way of remittances in the kitty" under the new solution. The new agreement grew out of the recent trip to Paris of John G. McCarthy, Motion Picture Association of America foreign chief. Some 80 per cent of the remittable balance will be forthcoming at the old 119.3-franc rate, with the remainder to be remitted at the official rate.

It is understood that the rate of remittances for individual U. S. companies has been scaled down by as much as 40 per cent under the new solution. The earnings of U. S. companies prior to June, 1947, are to be remitted over a four-year period at the old rate of 119.3 francs on the dollar. The Hays arbitration action resulted in a formula whereby certain U. S. companies which had franc overages were to turn over to "underage" companies francs which would create a balance among the companies preparatory to the division of remittances.

Col. Loan

(*Continued from page* 1)

$7,200,000 under the agreement and simultaneously paid the loan of $5,400,000 outstanding under a prior loan agreement with the same banks dated as of Aug. 1, 1949.

All loans under the new agreement are to be evidenced by notes maturing on July 31, 1956. Each note evidencing advances under the fixed credit and open credit provisions of the agreement shall bear interest at the rate of three per cent per annum to July 31, 1954, and thereafter at the rate of one per cent over the then rate established for borrowings by member banks from the Federal Reserve Bank of New York pursuant to the Federal Reserve Act, but not in excess of 3½ per cent per annum and not less than three per cent per annum.

The agreement provides that in case Columbia's net current assets shall fall below $15,000,000, the banks shall be under no obligation to make the company any advances thereafter under the pact unless and until the company's net current assets shall again exceed $15,000,000.

'Mudlark' Air Promotion

Prior to the opening of 20th Century-Fox's "The Mudlark" at the Rivoli Theatre here on Dec. 21, Irene Dunne, the picture's star, will appear on three Coast-to-Coast radio programs in connection with the promotion of the film. On Dec. 16 she will be interviewed on the Wayne Howell program (NBC), on Dec. 17, on the Tex and Jinx Show (NBC), and on Dec. 20, on a CBS show.

PARAMOUNT TRADE SHOWS

DECEMBER 14, 1950

DEAN MARTIN and JERRY LEWIS
in
"AT WAR WITH THE ARMY"
with Polly Bergen
Executive Producer Abner J. Greshler • Directed by HAL WALKER
Written far the Screen and Produced by Fred F. Finkelehaffe
Based an a Play by James B. Allardice
Sangs by Mack David and Jerry Livingstan

GLENN FORD · EDMOND O'BRIEN
RHONDA FLEMING
in
"THE REDHEAD AND THE COWBOY"
Produced by IRVING LASHER • Directed by LESLIE FENTON
Screenplay by Janathan Latimer and Liam O'Brien
Based an a Stary by Charles Marquis Warren

PLACE	"AT WAR WITH THE ARMY"	"THE REDHEAD AND THE COWBOY"
ALBANY Fox Screening Room 1052 Broadway	2:30 P.M.	7:30 P.M.
ATLANTA Paramount Proj. Room 154 Walton St., N.W.	10:30 A.M.	2:30 P.M.
BOSTON Paramount Proj. Room 58-62 Berkeley St	10:30 A.M	2:30 P.M.
BUFFALO Paramount Proj. Room 464 Franklin St	2:00 P.M.	10:30 A.M
CHARLOTTE Paramount Proj. Room 305-307 S. Church St.	2:00 P M.	10:00 A.M.
CHICAGO Paramount Proj. Room 1306 S. Michigan Ave.	1:30 P.M.	3:00 P.M.
CINCINNATI Paramount Proj. Room 1214 Central Parkway	4:00 P.M.	2:30 P.M.
CLEVELAND Paramount Proj. Room 1735 E. 23rd St.	9:30 P.M.	8:00 P.M.
DALLAS Paramount Proj. Room 412 S. Harwood St.	2:00 P.M.	10:30 A.M.
DENVER Paramount Proj. Room 2100 Stout St.	3:30 P.M.	2:00 P.M.
DES MOINES Paramount Proj. Room 1125 High Street	1:30 P.M.	10:30 A.M.
DETROIT Paramount Proj. Room 479 Ledyard Ave.	1:30 P.M.	10:30 A.M.
INDIANAPOLIS Paramount Proj. Room 116 West Michigan St.	1:00 P.M.	10:00 A.M.
JACKSONVILLE Florida Thea. Scn. Room Florida Thea. Bldg.	7:30 P.M.	9:00 P M.
KANSAS CITY Paramount Proj. Room 1800 Wyandotte St.	2:30 P.M.	1:00 P.M.
LOS ANGELES Paramount Proj. Room 1613 W 20th St.	3:00 P.M.	1:30 P M
MEMPHIS Paramount Proj. Room 362 So. Second Street	3:00 P.M.	10:30 A.M.
MILWAUKEE Paramount Proj. Room 1121 No. 8th Street	3:00 P.M.	1:30 P.M.
MINNEAPOLIS Paramount Proj. Room 1201 Currie Avenue	10:00 A.M.	1:30 P.M.
NEW HAVEN Paramount Proj. Room 82 State St.	8:00 P.M.	2:00 P.M.
NEW ORLEANS Paramount Proj. Room 215 So. Liberty Street	1:00 P.M.	10:30 A.M.
NEW YORK CITY Paramount Proj. Room 1501 Broadway (9th Fl.).	2:30 P.M.	10:30 A.M.
OKLAHOMA CITY Paramount Proj. Room 701 W. Grand Ave.	1:00 P.M.	10:30 A.M.
OMAHA Paramount Proj. Room 1704 Davenport St.	1:00 P.M.	2:45 P.M.
PHILADELPHIA Paramount Proj. Room 248 No. 12th Street	2:00 P.M.	11:00 A.M.
PITTSBURGH Paramount Proj. Room 1727 Blvd. of Allies	2:00 P.M.	11:00 A.M.
PORTLAND, ORE. Paramount Proj. Room 909 N. W. 19th Ave.	2:30 P.M.	1:00 P.M.
ST. LOUIS Paramount Proj. Room 2949 Olive Street	10:30 A.M.	1:00 P.M.
SALT LAKE CITY Paramount Proj Room 270 E. 1st So. St.	1:30 P.M.	3:00 P.M.
SAN FRANCISCO Paramount Proj. Room 205 Golden Gate Ave.	1:30 P.M.	3:05 P.M.
SEATTLE Paramount Proj. Room 2330 First Avenue	1:30 P.M.	10:30 A.M.
WASHINGTON Paramount Proj. Room 306 H Street, N. W.	8:00 P.M.	2:00 P.M.

Lopert

(*Continued from page* 1)

British industrialist; Sir Arthur Jarratt, British Lion managing director; Wilfred Moeller, British Lion controller, and Morris Helprin, head of the U. S. London Film company.

Other directors are Robert Goelet, Lopert, Arthur Krim, Samuel R. Walker and James Hutchinson.

First release by the new company will be Herbert Wilcox's "Odette," set to open here in February, to be followed by "Tales of Hoffman," a Technicolor production starring Moira Shearer and produced by Michael Powell and Emeric Pressburger, the makers of "Red Shoes."

'Tales of Hoffman'

Dowling said that "Tales of Hoffman," scheduled to open in April, would be roadshown on a two-a-day basis, with intermissions.

Dowling emphasized that the company intends to specialize in "quality" product and pointed out that Lopert has theatres in Chicago, Washington, Detroit, Louisville and New York, with another under construction at Syracuse. In addition, Dowling's City Investing Co. operates seven theatres, giving the company a sizeable outlet.

The company will appoint sales representatives for key territories. Lopert said that physical distribution will be handled by service companies. He expects to be able to name key personnel and other company officers shortly after Jan. 1.

In addition to pictures made abroad the new company is seeking to act as distributor for the product of independent Hollywood producers. Dowling said that "an important group" of Coast producers has already entered into negotiations with Lopert Films. Korda, Dowling said, is interested in obtaining European rights to American-made product to be handled by Lopert.

Other Films

Already lined up for distribution by the new company, in addition to "Odette" and "Tales of Hoffman," are Boltan Korda's "Cry the Beloved Country," Carol Reed's production of the Joseph Conrad novel, "Outcast of the Islands"; "Gilbert and Sullivan," to be produced by Launder and Gilliat; Korda's Technicolor version of "The Sleeping Beauty," and David Lean's "The Sound Barrier." Lopert's own production, "Women Without Names," produced in Italy, will also be released.

Attending a press interview yesterday, in addition to Dowling and Lopert, were Helprin, Korda's U. S. representative, and Maurice Maurer, managing director of City Investing's theatres.

Cleveland Group

(*Continued from page* 1)

the COMPO legislative committee to fight discriminatory taxation and restrictive regulations.

United cooperation at the local level was urged by Frank Murphy, Loew's Theatre division manager, and James Kalafat, independent circuit owner.

Sign Jack Benny

Jack Benny has been signed by Jerry Wald and Norman Krasna to make one of his rare appearances on the screen, by starring in "A Story for Grownups" at RKO Radio.

U. K. Production Financing

(*Continued from page* 1)

proposed that the J. Arthur Rank Organization and Associated British Pictures Corp. each form panels of producers who will be paid salaries ranging from $10,000 to $20,000 annually out of Film Finance Corp. funds.

The panels would constitute cooperative organizations sharing ideas, stories, production facilities and artists available to their respective groups. Each panel would produce 10 or 12 films annually, financed up to 70 per cent by distribution guarantees from the group concerned, with the remaining 30 per cent to be provided in cash by the government's Finance Corp.

Lawrie has insisted that he should have final voice in selection of stories, casting and on the amount of the budget involved.

Government Funds

It is estimated that the scheme will involve from $14,000,000 to $28,000,000 of government funds over the next three years, making it a certainty that the project will have to go to Parliament for approval, since the Finance Corp. as of now is authorized a maximum of only £6,000,000 ($16,800,000) for financing. Its last report showed more than £4,000,000 advanced to producers, with repayments of only £43,016. Additional loans have been made since the report was issued.

Parliament will recess for the holidays on Dec. 15 and reconvene on Jan. 23.

It is learned that the Rank Organization accepted the scheme immediately and has appointed a panel of 10 producers, who presumably will go on the public payroll Jan. 8. Among them are Betty Box, Thorold Dickinson, George Brown and Edward Baird.

ABPC, in good financial condition, turned a bleak eye on the plan, particularly disapproving Lawrie's final say-so on the choice of stories and actors. Under persuasion, however, it agreed to give the scheme a trial with three producers only. It is prepared to allow any profits which may accrue to be pooled and to let the Finance Corp. recoup itself before ABPC takes any share. The company will proceed with its own ambitious 1951 production program financed with its own resources.

London Films, Sir Alexander Korda's producing company, which distributes through British Lion, and Herbert Wilcox, the other important British producers, are not involved in the plan. British Lion already is committed by an advance in excess of £3,000,000 from the Finance Corp., and Wilcox has publicly declared he will have no part of government financing.

No Financial Risk

The scheme, it is pointed out, involves the Rank Organization and ABPC in no financial risk except for the distribution guaranties which will be largely covered by releases through the circuits which each control. In this respect, Rank recently told a provincial exhibitors' meeting that there is "a plan which will make British production safe."

As bait to the chosen producers on the panel, Lawrie is reported to have offered a 25 per cent cut on any profits accruing to their pictures up to £25,000. To further relieve his proteges of financial cares, he said he is prepared to allow them up to £1,000 for pre-production planning on any approved project, whether the picture in question is ultimately approved or not.

The plan, too, will give Rank the prospect of keeping his large-staged Pinewood Studio open and earning its overhead. The other Rank studio, Denham, is set for occupation for a period of years by 20th Century-Fox and, it is hoped, other American producers. The plan will also provide more product for Rank's General Film Distributors to handle, a not unimportant circumstance in view of his sharply curtailed production activities.

Another Lawrie proposal is to establish under the direction of John Grierson a work-studio for novice directors and artists which will produce "B" pictures at a maximum budget of £20,000 each. This, too, is expected to attract close scrutiny when it comes before Parliament.

Phonevision

(*Continued from page* 1)

rights to the film music which will be telecast during the Chicago experiment is just another one of the many preliminaries involving copyrights, contracts and licenses which Zenith has encountered since five motion picture companies, after prodding by the Department of Justice, agreed to make available sufficient films, two years or more old, with which to conduct the 90-day test of Phonevision.

Ascap officials said no license has been granted yet for the Phonevision test but indicated they would have no objections to licensing Phonevision on a basis perhaps similar to that on which Muzak is licensed, which calls for a percentage of the gross receipts at the source.

With the licensing and copyright complications being encountered, it now appears that the start of the Phonevision test may be weeks away instead of the "few days" referred to by Zenith on Dec. 10.

Univ. Debentures

(*Continued from page* 1)

(cost $203,838) of debentures held in the company's treasury as of Oct. 29, 1949, were retired.

In addition, during the year $679,000 of debentures were acquired for a cash consideration of $643,923 in anticipation of subsequent sinking fund requirements, of which $299,000 (cost $274,875) was retired to satisfy the March 1, 1951, sinking fund obligations, leaving a balance of $380,000 (cost $369,048) of debenture in the treasury as of Oct. 28 last.

During Nov., 1950, $498,000 of debentures were purchased for a cash consideration of $481,102 in anticipation of subsequent sinking fund requirements and in the same month $599,000 (cost $580,908) of debentures were retired to satisfy the Sept. 1, 1951, and March 1, 1952, sinking fund obligations, leaving a balance of $279,000 (cost $269,242) of debentures in the company's treasury as of Nov. 30 last.

'B's' Killed

(*Continued from page* 1)

Phonevision and other pay-as-you-see television systems are the greatest of all threats to theatres, the committe declared, and adding: "This field must be explored and made part of exhibition. Its potential effect on theatres is that it might eliminate them just as films did vaudeville."

The committee recomm[illegible]s that the motion picture industry, [illegible]bition in particular, explore this field for its possibilities as another form of exhibition, and at the same time protect its theatre interests by the development of a new dimension in the theatre presentation of film entertainment. "By this we refer to third dimension, wide-screen, etc., so that the method and scope of movies presented in theatres may reach as far beyond the limits of teevee as talking movies did from radio," the committee added.

Theatre Television

The committee reported that theatre television is too embryonic to warrant definite conclusions but it could make theatre business better than ever if the correct manner of handling is found.

The five-man committee, chairmanned by J. H. Nicholson includes R. McCullough, S. Charles Lee, T. Page and M. Goldberg.

A parallel survey covering non-television set owners revealed that theatre attendance frequency is lesser among non-owners than among owners who have had sets 18 months or longer.

The third phase of the survey, conducted among theatre audiences, showed 78 per cent of patrons are set owners, which figure corresponds to the reported percentage of local population-owning sets.

The attendance drop-off due to television at the present time is found to 15 to 20 per cent.

The committee declared that showing theatrical films on television can, however, reverse the present survey's findings completely.

P. A. Williams

(*Continued from page* 1)

Fortune's annual report on the National Industrial Advertisers Conference and its annual sales convention. Williams first joined The March of Time in 1937, becoming its advertising director five years later.

Williams is a member of the Variety Club International, committee chairman for the Advertising Club of New York, and executive chairman of the National Industrial Advertisers Association's 1951 convention. He is also a former vice president of the Associated Motion Picture Advertisers.

Mr. de Rochemont stated that Frank Shea, who is the director of commercial sales, will continue to head that activity.

Marcus Opens Tomorrow

Special ceremonies will mark the opening of the new David Marcus Theatre (formerly the Skouras Tuxedo), in the Bronx, tomorrow night. All proceeds will be donated to the David Marcus Memorial Foundation and the United Jewish Appeal. Sponsoring this event with Skouras Theatres' Community Service Department is the All-American Committee.

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VOL. [illegible] NO. 114 NEW YORK, U. S. A., THURSDAY, DECEMBER 14, 1950 TEN CENTS

Theatre TV's Status Safe In Relay Tilt

Nets, FCC, ATT Reach Solution; No Priorities

WASHINGTON, Dec. 13.—Major parties to the dispute over the allocation of inter-city television relay facilities have reached a tentative agreement, and the present status of theatre television is protected, it was learned here today.

The Federal Communications Commission still has hearings scheduled for Monday on complaints by DuMont and ABC that A. T. and T. is favoring NBC and CBS in allocating its inter-city relay cable and radio facilities. However, the four networks, the Telephone Company and Commission attorneys have been working on an agreement, and that has now been reached.

Probably the next step will be a request to the Commission for a 30-day or even indefinite postponement of the hearings,

(*Continued on page* 4)

Miller Reelected NJ-TOA President

At the annual mid-winter meeting here yesterday of the New Jersey unit of the Theatre Owners of America, Maury Miller of Passaic was reelected to his third term as president.

The unit also endorsed the action of the national TOA in its overall approach to the Council of Motion Picture Organizations. This "approach" presumably includes TOA's proposal, now being considered by COMPO leaders, for an increase in COMPO board membership to accom-

(*Continued on page* 4)

Win Time in D. C. War on Ad Rates

WASHINGTON, Dec. 13.—The Theatre Owners of Metropolitan Washington today deferred action on withdrawing directory advertising from the Washington *Star* with the understanding that the *Star* would not put announced ad rate increases in effect until next year.

Rates on display advertising have already been hiked, hitting downtown theatres. The proposed increase in

(*Continued on page* 2)

French Production Exceeding Pre-war

Washington, Dec. 13.—The U. S. Commerce Department reports that 76 features were produced in France during the first eight months of 1950, 16 more than in the same 1949 period. It estimated that total 1950 production would exceed the pre-war average of 110 films.

A total of 1,694,513,640 francs — almost $5,000,000 — has been given to the French film industry under the 1948 law providing for government aid, Commerce reported.

Youngstein Scores Industry Critics Who Ignore Facts

PHILADELPHIA, Dec. 13.—Critics of the motion picture industry who "are neither well-intentioned nor factual" were scored here yesterday by Max E. Youngsetin, Paramount advertising-publicity vice-president, in an address before a group of leading Philadelphia citizens at a luncheon in honor of independent exhibitor William Goldman.

Youngstein said one of the reasons why an effective Council of Motion Picture Organizations is needed at this time is "that the motion picture industry has failed to present to the American public a clear picture of just what the motion picture industry is."

The great majority of the public,

(*Continued on page* 4)

Tevlin Successor To Youngman As RKO Studio 'V.P.'

Gordon E. Youngman has resigned as vice-president in charge of the RKO Radio studio in order to enter the private practice of law, and C. J. Tevlin has been elected studio vice-president to succeed him, Ned E. Depinet, RKO Radio president, disclosed here yesterday.

"Tevlin has had wide and various experience in studio management and in independent production," said Depinet. For the past two years he has been the executive assistant to Howard R. Hughes in relation to his motion picture interests. Prior to that he was for several years president of General Service Studios, in Hollywood.

Youngman has been a member of the RKO organization for more than 20 years, serving in legal and executive capacities, and was general counsel before going to the studio.

Trauner and Fannon Head NY Film Board

At elections held here yesterday, Saul Trauner of Columbia was elected president of the New York Film Board of Trade, succeeding Phil Hodes of RKO Radio. Elected first vice-president was Robert J. Fannon, Republic, replacing Trauner.

Lou Allerhand, M-G-M, was named second vice-president, succeeding Myron Sattler, Paramount. Nat Furst, Monogram, was elected treasurer; he replaces William Murphy, Republic. Abe Dickstein, United Artists, was reelected secretary. Hodes is the new sergeant-at-arms, succeeding Furst.

MOT EXPANDS TV FILM-MAKING; STAFF ADDS 16 FOR PROJECTS

With arrangements completed for increasing its permanent TV editorial staff by 16 members, March of Time has set up a blueprint for expanded activity in television film production during 1951.

Making this disclosure in New York, Arthur B. Tourtellot, MOT associate producer and director of TV activities, expressed belief that video is today old enough and stable enough not to become an immediate casualty of a war mobilization program.

However, Tourtellot said, if restrictions continue for four or five years, circumstances would be decidedly unhappy for the television industry for by that time replacement of worn-out sets and tubes could be impossible.

Two projects are in the vanguard of the company's planned expansion. The first is a 52-reel Pacific war counterpart of MOT's recent "Crusade in Europe." Production on this will begin next month, with the first reel to be telecast in early spring. An additional reel will be telecast each week thereafter so that by the end of a year the military history of the Far East, from Pearl Harbor to Korea, will have been presented.

The second project will be a documentary series of TV films entitled "March of the Years," a title which MOT acquired some time ago from Columbia. These films will comprise footage culled from MOT two-reel subjects that have completed the round of theatres.

Tourtellot returned to New York recently from a tour of 40 video stations throughout the U. S.

Para. Extends Group Selling To Drive-Ins

Offers Small Operators 'Security Service' Pact

Paramount's "security service" contract, a form of block selling, heretofore available only to smaller conventional theatre accounts, will be extended to include drive-ins, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

In a letter to all branch managers, Schwalberg wrote: "With the development and evolution of the drive-in theatre, there are undoubtedly in this group today many exhibitors who are 'little fellows.' We should like to extend to them the same privileges and the same opportunities that we extend to the conventional theatre operator who is similarly situated.

"Therefore, make immediately a complete survey of your drive-in sit-

(*Continued on page* 4)

NCA Group to Map Rental Ceiling Plan

MINNEAPOLIS, Dec. 13.—The board of directors of North Central Allied has named a committee which is instructed by the resolution to bring in a "fair and equitable plan to apply to the rental of film" from all companies. In substance, the plan would amount to a ceiling on the rentals.

Henry Greene is chairman of the committee, with others including Ernie Peaslee, Jack Wright and Harold Kaplan.

The question of increasing admis-

(*Continued on page* 4)

Top NY Exhibitors Meet Here Today

A score of leading exhibitors representing almost every circuit in the Metropolitan New York area will meet today at the Hotel Astor to discuss cooperative efforts in the exploitation and selling of motion pictures locally.

Host at the luncheon will be Fred Schwartz, head of Century Theatres. Object of the meeting will be to assess the present situation of exhibition

(*Continued on page* 4)

NEWS in Brief . . .

HOLLYWOOD, Dec. 13.—The Screen Actors Guild basic contract with studios, which expires Dec. 31, has been extended six months, due to legal barriers against negotiating a new pact while National Labor Relations Board proceedings, arising from the SAG-Television Authority jurisdictional dispute, are pending.

◆

Hollywood, Dec. 13.—The Screen Directors Guild today notified the Screen Writers Guild of its "interest and sympathy" in SWG's demand for separation-of-rights in contract negotiations with producers. The resolution said SDG considers it a "matter of vital importance to the future of its members."

◆

WASHINGTON, Dec. 13.—Representatives of Photographic Apparatus and Makers told the National Production Authority today that they were suffering severe shortages of aluminum and other light metals due to the fact that the NPA's cutback order picked an abnormally low base period.

◆

Hollywood, Dec. 13.—The Skyline Theatre Corp. and California Drive-in Theatres, operating drive-ins in the outer Los Angeles area, today filed a Federal suit against major distributors seeking damages totaling $1,798,500, on grounds that distributors denied them the right to bid for first-runs on an equal basis with conventional theatre operators.

◆

PITTSBURGH, Dec. 13.—Two more theatres have been added to the expanding Manos circuit. President Mike Manos of Greensburg has announced the acquisition of the State and Penn theatres at nearby Uniontown. More than $1,000,000 reportedly changed hands in the deal.

Wolfe Cohen Calls WB Panama Meet

A business policy meeting of Warner managers and division managers in Central and South America will be held in Panama next month, reports Wolfe Cohen, president of Warner International, who will preside. A review of the relationship between the Latin American market and the American motion picture industry will highlight the discussions.

Accompanying Cohen from New York will be Karl Macdonald, Latin American sales manager, and John Moraio, head of the Warner International contract department. All available 1950-51 product will be screened for the delegates. Others attending will be division managers.

Managers attending will be John Jones, Mexico; Jack Scribner, Panama; Carl Heumann, Colombia; Jose Sugranes, Ecuador; Lester Cohen, Peru; Louis Lipsky, Chile; Cesar Aboaf, Argentina; Geza Polaty, Cuba; Leo Green, Trinidad; Richard Buchanan, Puerto Rico, and Christian Van Der Ree, Venezuela.

Cohen will leave New York on Jan. 5.

Personal Mention

ABE MONTAGUE, Columbia sales manager, and RUBE JACKTER, assistant sales manager, are en route to Chicago from New York where they will meet with exhibitors regarding the current "Montague Sweepstakes."

◆

MORT BLUMENSTOCK, Warner vice-president in charge of advertising-publiicity, and MRS. BLUMENSTOCK are scheduled to leave here today by plane on a trip to Kingston, Jamaica, Port-Au-Prince, Cuidad Trujillo, San Juan, and St. Thomas, Virgin Islands.

◆

W. C. GEHRING, assistant general sales manager of 20th Century-Fox, left here yesterday for Chicago for business conferences, and will act as toastmaster at the Allied Theatres of Illinois 20th anniversary dinner tomorrow.

◆

IRVING SHIFFRIN, film public relations representative, has been appointed executive director for the Long Beach (N. Y.) Chamber of Commerce. SHIFFRIN had been in the motion picture industry for 20 years.

◆

WILLIAM J. KUPPER, managing director of 20th Century-Fox Film Co., Ltd., and MRS. KUPPER are due to arrive here today from England on the *S. S. Queen Mary*.

AL LICHTMAN, 20th Century-Fox vice-president, has returned to the home office here from the Coast.

◆

HAROLD WIRTHWEIN, Western sales manager for Monogram and Allied Artists, is on a two-week business trip to company exchanges in St. Louis, Milwaukee, and Kansas City.

◆

J. E. PERKINS, chairman and managing director of Paramount Film Service, Ltd., and MRS. PERKINS are due to arrive here from London on the *S. S. Queen Mary* today.

◆

HARRY D. BUCKLEY and. MRS. BUCKLEY will leave here today for a month's visit in Hollywood.

◆

TERRY TURNER, RKO exploiteer, is due here from Boston tomorrow.

◆

H. M. RICHEY, M-G-M exhibitor relations head, is scheduled to leave here today for Chicago.

◆

M. L. SIMONS, assistant to M-G-M's H. M. RICHEY, is slated to return here tomorrow from Chicago.

◆

LOUIS M. CONDAX of Kodak Research Laboratories has been awarded the Hood Medal of the Royal Photographic Society.

Gottlieb, Robins Win Drive Awards

Distribution of $35,000 in cash prizes and awarding of the "Bill Scully Trophy" in the Universal-International Scully sales drive will start this week with the presentation of a sterling silver trophy by Scully to the branch in Memphis today. The branch is managed by R. N. Wilkinson, and it will receive the trophy because it made the best performance during October, "Bill Scully Month."

The winning district in the entire drive was that of M. M. Gottlieb, which includes Chicago, Des Moines, Milwaukee, Minneapolis and Omaha. The P. T. Dana district, including Albany, Buffalo, Cleveland, Detroit and Pittsburgh, was second, and the John J. Scully district, including Boston, New Haven, Philadelphia and Washington branches, was third.

Top branch in the drive was the Detroit branch, managed by B. J. Robins, with salesmen and bookers sharing the prize money. The Chicago branch, managed by L. R. Berman, was second; St. Louis, managed by Harry Hynes, was third; Milwaukee, managed by D. J. Goldman, was fourth, and Washington, now managed by Joseph Gins, was fifth.

Skouras Deposition

SAN FRANCISCO, Dec. 13.—Charles Skouras, president of National Theatres, refused again today to answer questions regarding certain pooling arrangements. The questions came up during his deposition here in Federal court on Samuel Goldwyn's $6,750,000 damage suit against Fox West Coast Theatres.

36 WB Theatres in East Are For Sale

Warner Brothers has offered for sale a number of its Eastern theatres, reported to total 36 and valued at nearly $5,000,000, as a step toward compliance with the divestiture proceedings instituted by the government's anti-trust decree.

Warner is currently negotiating a consent decree with the Department of Justice and it is expected that other houses in other parts of the country will also be offered for sale as terms of divestiture are agreed upon.

The theatres now on the block are located in New Jersey, Connecticut, Pennsylvania and Ohio. Warner's asking prices are said to range from $10,000 to $375,000. Among the larger houses reported listed for sale are the Mayfair, Newark; Carlton, Pleasantville, N. J.; Bristol, Bristol, Conn., and the Liberty, Sharon, Pa.

Berk and Krumgold, theatre realty specialists, confirmed that Warner had turned over to them a list of theatres to be disposed of under the government decree, but declined to specify the number or location.

Crouch Succeeds Barron in Capital

WASHINGTON, Dec. 13.—Orville Crouch has been chosen to succeed the late Carter Barron as Eastern district manager for Loew's theatres.

Crouch was here before as Barron's assistant and went to Cleveland as district manager for Loew's in 1947. He returned here to act as Barron's assistant in Nov., 1949, when it was learned Barron was sick.

Senate Okays Trust Bill

WASHINGTON, Dec. 13.—The Senate today passed, 55 to 22, a bill to tighten the anti-trust laws by barring one company from acquiring the physical assets of another where the result would be to lessen competition substantially.

Only stock acquistions [illegible] barred under present laws, and government officials have contended that acquisition of physical assets is a loophole that Congress never intended to provide.

The House has already passed a similar bill, and a House-Senate conference will be needed to iron out differences between the House and Senate versions, or the House must accpt the Senate bill. It now looks as though the measure will be on the statute books by the end of the year, whichever course is followed.

Ad Women Lunch At Waldorf Today

The Advertising Women of New York, an organization whose membership includes a number in motion picture advertising-publicity, will hold a luncheon-meeting at the Waldorf-Astoria Hotel here today. Marjorie Harker, public relations manager for March of Time, is chairman of the luncheon committee.

Guest speaker will be Mrs. Ernestine Gilbreth Parey, co-author of "Cheaper by the Dozen," which 20th Century-Fox filmed. Other guests will be Mrs. Vincent R. Impellitteri, Cholly Knickerbocker, and actor Tony Gleason. Ben Grauer will be master-of-ceremonies.

D. C. Ad Rates

(*Continued from page* 1)

theatre directory rates, from 40 cents a line to 42 cents, would hit mostly neighborhood theatres, and the subsequent-run exhibitors are up in arms, threatening to withdraw advertising from the *Star*. No increase has been proposed by other Washington papers.

Other actions at an organization meeting today included the appointment of a permanent standing committee on distributor-exhibitor relations.

The committee is headed by Frank Boucher and includes Sidney Lust, Louis Bernheimer, Lloyd Wineland, Sr., and Sam Roth.

Unanimous approval of taking up a collection in theatres for the March of Dimes was given.

Orville Crouch of Loew's and Sam Roth of Roth Theatres were elected to the board of directors to fill vacancies.

Weber Funeral Tomorrow

HOLLYWOOD, Dec. 13.—Funeral services for Joseph N. Weber, 84, co-founder of the American Federation of Musicians, who died Tuesday, will be held Friday afternoon in the Utter-McKinley Chapel. Interment will be in Forest Lawn Cemetery. The widow survives.

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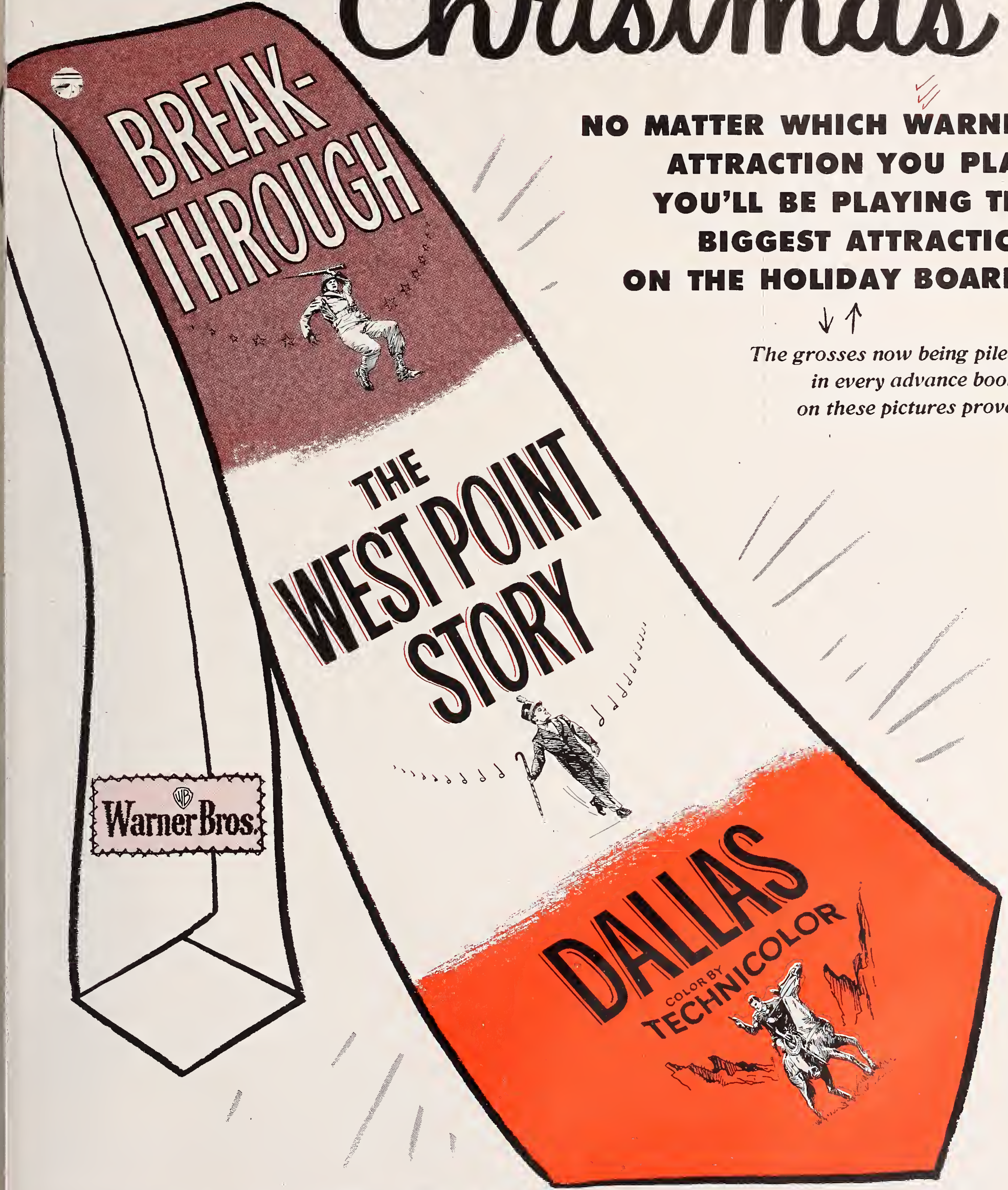
...it's a tie for Christmas!

NO MATTER WHICH WARNER ATTRACTION YOU PLAY YOU'LL BE PLAYING THE BIGGEST ATTRACTION ON THE HOLIDAY BOARDS!

The grosses now being piled up in every advance booking on these pictures prove it!



KTHROUGH" Starring DAVID BRIAN ☆ JOHN AGAR
LOVEJOY ☆ and beautiful SUZANNE Directed by LEWIS SEILER • Produced by BRYAN FOY
y BERNARD GIRARD and TED SHEROEMAN • From a Story by Joseph I Breen, Jr.

JAMES CAGNEY ☆ VIRGINIA MAYO ☆ DORIS DAY ☆ GORDON MACRAE ☆ GENE NELSON
"THE WEST POINT STORY" with ALAN HALE, JR. Directed by ROY DEL RUTH Produced by LOUIS F. EDELMAN
Screen Play by JOHN MONKS, JR., CHARLES HOFFMAN & IRVING WALLACE From a Story by Irving Wallace • Original Songs by Jule Styne and Sammy Cahn • Musical Direction by Ray Heindorf • Dance Numbers Directed by LeRoy Prinz

GARY COOPER ☆ RUTH ROMAN STEVE COCHRAN
"DALLAS" with RAYMOND MASSEY • BARBARA PAYTON Directed by STUART HEISLER
Produced by ANTHONY VEILLER Music by Max Steiner Written by JOHN TWIST

Theatre TV

(Continued from page 1)

so the Commission can look over the agreement and so that the companies can see how it works in practice.

According to several participants, there is no priority set up as among the different classes of relay customers and thus the status of theatre television is in no way changed from the present. Theatre TV attorneys, it was understood, are well satisfied with the outcome, since all along their position has been that they were taking part in the hearings only to make sure that theatre TV was not given a new, low-priority rating as a relay facility user, and that with the agreement, theatre TV's rights have been safeguarded without any need for extensive hearings. In this way, they feel, exhibitors and distributors can save their energy for the main theatre television hearings, whenever the Commission gets around to having those.

Ruling Due Within Few Days In Color Television Case

CHICAGO, Dec. 13.—A special three-judge Federal Court disclosed today it would have a decision "within a few days" on the color television case.

The announcement came after a closed-door conference between Judge J. Earl Major of the U. S. Court of Appeals, and Judges Phillip L. Sullivan and Walter J. Labuy, both of Federal Court. They will rule on a petition by RCA and several other firms seeking to prevent CBS from starting its color video and stopping the FCC from carrying out its order recognizing the CBS color system as the official one for the entire country.

Miller Reelected

(Continued from page 1)

modate representation from regional exhibitor organizations.

The New Jersey chapter meeting, held at the Hotel Astor here, appointed a committee to survey a number of proposed plans for increasing box-office business. The committee, composed of Walter Reade, Jr., Harold Eskin and Maury Stahl, will submit recommendations at the unit's next meeting.

Other officers elected yesterday were: Eskin, vice-president; Harold Blumenthal, secretary; Adam Adams, treasurer, and Reade, TOA director, Reade was designated also as regional TOA vice-president.

Gael Sullivan, TOA executive director, presented a report of the TOA convention in Houston and stressed the need for exhibitor unity in the period ahead. He also outlined recent developments in theatre video and suggested that exhibitors use television in the promotion of their theatres.

Herman M. Levy, general counsel of TOA, analyzed some of the recent court decisions affecting the industry. The meeting voted for a study of all bills affecting the industry, including tax legislation, at the next session of the New Jersey legislature.

Dewey Robinson, 51

HOLLYWOOD, Dec. 13.—Funeral services for Dewey Robinson, 51, veteran character actor, who died here yesterday, will be held tomorrow at Pierce Brothers Chapel, Beverly Hills. The widow and a brother survive.

Reviews

"Trail of Robin Hood"

(Republic)

ROY ROGERS once again gives the villains of the West a going over. On hand, of course, to aid him in his chores is his horse, Trigger. Edward J. White produced and William Witney directed from the story by Gerald Geraghty.

When Emory Parnell, a Christmas tree tycoon sends word to his agent, Clifton Young to buy up all of the trees in Glen Rock, Young signs up all of the growers except Jack Holt, who wants to sell his trees at a far lower price than the tycoon had planned. Young tries to double-cross his employer, and Roy steps in to foil Young's attempts to both steal Parnell's trees and destroy Holt's. Some Western stars are called in to help Holt. The picture is climaxed when the tycoon decides to do business with Holt rather than with dishonest associates who hope for higher profits.

The action in this Trucolor picture is sustained, the music is pleasant and the introduction of the top Western stars into the story should appeal to Western fans, particularly the younger group. Comedy touches are adequately handled by Gordon Jones. Penny Edwards is quite adequate. The Western guest stars include: Red Allen, Allan (Rocky) Lane, Monty Hill, William Farnum, Tom Tyler, Ray Corrigan and Kermit Maynard.

Running time, 67 minutes. General audience classification. December release.

"Sierra Passage"

(Monogram)

WAYNE MORRIS' commitment for Monogram is launched auspiciously in this uniquely-conceived Western melodrama which Lindsley Parsons produced. Morris is assigned to a role well suited to his talents and he carries out his chores resourcefully. Although the picture runs somewhat more to talk than to action, the action is of extreme intensity when it comes along, and the finale contains an effective surprise. Lola Albright, Alan Hale, Jr., Roland Winters and Lloyd Corrigan round out the cast of principals with solid portrayals.

The picture opens on the robbery and murder of a pioneer whose small son, witness to the killing, vows vengeance upon the leader of the brigands, a man with a stump finger on which he wears a ring. The boy is taken in charge by the owner of a wagon-borne minstrel show and grows up under tutelage of the manager and the stellar sharp-shooter who is the troupe's top attraction, becoming a star marksman and resolutely pursuing his search of the West for the murderer of his father. All members of the troupe lecture him on the evils of revenge, and are successful to the extent that, when he has finally cornered his man, he merely shoots off the rest of his fingers instead of killing him. (There is, of course, a romance between Morris and Miss Albright). Frank McDonald directed.

Running time, 80 minutes. General audience classification. Release date, not set.

20th Sets Tie-up Drive for 'Bird'

A concentrated schedule of national tie-up advertising has been slated for 20th Century-Fox's Easter Technicolor release, "Bird of Paradise."

Thirty-seven pages of collateral advertising in 15 national magazines have already been set to promote "Bird of Paradise" and the affiliated merchandise inspired by the film.

Blondell to 'Plug' 'For Heaven's Sake'

More than two weeks of saturation radio and TV appearances will be made in New York by Joan Blondell to promote her latest film, 20th Century-Fox's "For Heaven's Sake." She will start her round of guest appearances today, on the eve of the opening of the picture at the Roxy theatre tomorrow.

Top NY Exhibitors

(Continued from page 1)

here and to set in motion specific plans to improve business at the box-office.

Among those invited to attend are: Leo Brecher, Oscar Doob, Julius Joelson, David Katz, Sam Rinzler, Edward Rugoff, Sol Schwartz, George Skouras, Sol Strausberg, Robert Weitman, William White, Harry Brandt, Walter Reade, Jr., Emanuel Frisch, A. J. Balaban, Eugene Picker, Leslie Schwartz and Howard Rinzler.

Ludwig Sussman Is Honored by Legion

CHICAGO, Dec. 13.—Ludwig Sussman, veteran theatreman and owner of the Adelphi Theatre here, was presented with the Award of Merit by the Disabled American Veterans of Illinois last night, for his policy of admitting service men and women free to his theatre.

Sussman, who estimates he admitted more than 60,000 service personnel during World War II, has resumed the policy.

NCA Group

(Continued from page 1)

sion prices was taken up at the NCA board meeting, but little interest was shown in such a move at this time in "the face of a declining box-office." Board members opposing admission increases pointed out that the situations where the hikes were accepted were in non-television areas.

The next NCA board meeting is scheduled for February, but it is expected a special meeting will be called should the "fair rental committee" bring forth an acceptable plan before then. The board also appointed an advisory committee to work with NCA executive counsel Stan Kane on legislative matters affecting the industry which may develop in the Minnesota legislature which opens on Jan. 2. Jack Wright is chairman of the committee which includes: Lowell Smoots, George Gould and Mrs. Percil Stephenson.

Para. Extends

(Continued from page 1)

uation with a view to setting up a list of these smaller drive-in theatres that fall within the requirements for conventional theatres."

Inaugurated in June, 1949, the security service contract was drawn up to enable the small exhibitor to buy a large number of pictures at one time. Each picture, however, is sold on its individual merits, and the exhibitor is granted a 20 per cent cancellation option.

Under this plan, it is possible for the small exhibitor to acquire an inventory or backlog of pictures. It simplifies his booking problem and gives him an opportunity to acquire pictures at flat rentals, it was said.

Paramount expects to offer the security service contract to drive-in theatres immediately after New Year's.

Paramount to Start Filming Six in Next Two Months

Paramount has scheduled the start of six productions during the next two months, and has four pictures currently shooting, it was announced yesterday.

Set to roll this week is "When Worlds Collide," science-fiction film in Technicolor which George Pal is producing and Rudy Maté directing. Starting later this month is "The Submarine Story." John Farrow will direct, with Joseph Sistrom the producer.

Others are: "The Rage of the Vulture," Charles Vidor to direct, and Everett Riskin to produce; Cecil B. DeMille's "The Greatest Show on Earth"; the Pine-Thomas' production, "Crosswinds"; Lewis B. Foster will direct, and William Wyler's "Detective Story."

Currently shooting are Frank Capra's "Here Comes the Groom," "Rendezvous," with Mitchell Leisen directing; Hal Wallis' Dean Martin-Jerry Lewis comedy, "That's My Boy," with Hal Walker directing, and Nat Holt's Technicolor "Fort Savage," directed by Ray Enright.

Youngstein Scores

(Continued from page 1)

the Paramount executive said, "believes that the motion picture industry is synonymous with Hollywood. In addition, many people think of Hollywood as a place where Alice in Wonderland may have found her permanent dwelling and would be welcomed by all inhabitants. These beliefs are not true, and I believe that I can prove to you that they are not true."

Pointing out that fewer than one-third of the total number of industry employes work in Hollywood, Youngstein traced the course of a film from production through distribution and exhibition. He stressed the importance of the motion picture theatre to the community.

He said that most within the industry respect it, that attempts are being made to correct its faults, that "all we ask" is "fair treatment," that basing fault-finding on facts will show that many things are "right with the movies."

Changes to First-Run

The New Amsterdam Theatre here has instituted a first-run policy. The first film to be shown under the new policy is "Massacre Hill."

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 115 NEW YORK, U. S. A., FRIDAY, DECEMBER 15, 1950 TEN CENTS

Clearance Cut In Arbitration 'Trend' Case

Stratford's Hy-Way Wins Arbitrator's Award

Those in the industry who envisage a system for settling exhibitor-distributor disputes under the arbitration of individuals having industry backgrounds took encouragement yesterday from an award handed down in the Bridgeport-Stratford, Conn., case by Jay Emanuel.

The case had received wide attention, not only because the arbitrator's award was expected to establish a pattern of clearances and availabilities in the area, but also because it was regarded as heralding a trend with respect to the selection of arbitrators.

The award, revealed yesterday by the American Arbitration Associa-

(*Continued on page* 4)

MPAA Board Meet Off to Dec. 28-29

The Motion Picture Association of America board meeting which had been scheduled for next Wednesday at the New York office of the Association has been postponed to Dec. 28 or 29. The meeting was to have ruled on Eagle Lion Classics' appeal from the denial of a Production Code seal to its "Oliver Twist," as well as to transact other business.

Attempts to get Hollywood studio executives here for a joint meeting with the MPAA board members on current industry problems also have failed for the time being. Efforts are now being made to schedule the meeting for some date in January, probably at a Southern location, although no

(*Continued on page* 4)

British Outlook Is Uncertain: Kupper

Although the sterling position in England today is much better than it has been the past two years, the industry outlook is unpredictable because of the world situation, William J. Kupper, managing director of 20th Century-Fox Film Co. Ltd., London, declared here yesterday on his arrival on the *S.S. Queen Mary*.

Kupper is here on a combination vacation and business. Asked if the

(*Continued on page* 4)

Truman's Speech Set for Theatre Video Tonight

Ascap Gives Video Choice of Licenses

An agreement having not been reached between Ascap and the television industry's Per-Program Committee, the former now has sent to the committee a form of per-program license so that it may have an opportunity to choose between that license for music over television and a blanket license, or to follow such course as the committee may consider in its own best interests.

Otto A. Harbach, Ascap president, yesterday released a letter embodying an outline of the alternate licenses which he sent to the television committee.

The letter points out that, "The in-

(*Continued on page* 4)

Six theatres in New York State—five in the New York Metropolitan area and one in Albany—have arranged to bring to their patrons this evening between 10:30 and 11 o'clock large-screen television presentations of President's Truman's scheduled war emergency announcement to the nation.

The theatres, which will telecast the address in conjunction with their regular film programs, are: Fabian's Fox, Brooklyn, and Palace, Albany; Paramount and RKO Fordham, Manhattan, and Century's Marine, Brooklyn and Queens in Queens Village, L. I. It will be the Fordham's first full-scale TV presentation.

Virtually every radio and television station in the country will carry the address, in which the President, according to reports from Washington,

(*Continued on page* 4)

SEE 20-MILLION AUDIENCE FOR DISNEY TV 'ALICE' PROMOTION

An estimated 20,000,000 audience will learn of Walt Disney's coming "Alice in Wonderland" when Disney on Christmas Day makes his TV debut with a 60-minute Coast-to-Coast television show, entitled "Walt Disney's One Hour in Wonderland," RKO Radio reported here yesterday.

The television program, covering cartoon and living actors, will herald "Alice in Wonderland," which RKO Radio will release next Fall, in one of the most pretentious promotions for a motion picture ever to go over the air for sight and sound.

Disney's cartoon characters—among them Mickey Mouse, Donald Duck, Pluto, Goofy, Snow White, the Seven Dwarfs—will re-create some of the most popular scenes from his past productions, as part of the pageant of colorful lore. The event will serve as advance presentation to the public, through special scenes, of Disney's production of "Alice."

The program, to be filmed in advance so it may be beamed on Christmas Day, at 4:00 P.M., in all television areas of the NBC network, is described as "a Christmas gift for the families of America from the Coca-Cola Company and its bottlers." Sixty-two stations will carry the show.

Real-life characters to appear in the Disney show include Bobby Driscoll and Kathryn Beaumont, the little English lass who won the title role in "Alice" over more than 300 competitors. Edgar Bergen, Charlie McCarthy and Mortimer Snerd will be Disney guests, and will be starred in several comedy sequences with the Disney characters.

Tighter Trust Bill Goes to Truman As House Bows to Senate Amendments

Washington, Dec. 14.—The House today sent to the White House a bill to tighten the anti-trust laws by barring one company from acquiring the physical assets of another where the result would be to lessen competition substantially.

The House originally approved the bill in Aug., 1949, and the Senate approved a slightly changed version yesterday. The House agreed to the Senate amendments today, completing legislative action on the bill. The President, who has repeatedly requested such a bill, is expected to approve the measure promptly.

Exhibition in New York Maps Common Front

Plan Cooperative Drive To Encourage Business

Plans for an area-wide cooperative promotional, institutional and community service program were discussed by exhibitors representing more than 95 per cent of the motion picture theatres in the New York exchange area at a meeting held at the Hotel Astor here yesterday.

The initial meeting, termed exploratory, was called by Fred Schwartz, Century Theatres executive, and will be followed by another meeting next Tuesday.

The current situation in relation to all phases of motion picture operation was thoroughly canvassed, it was said, and the exhibitors were urged to report back to their respective organizations: the Metropolitan Motion Picture Theatres Association, and the

(*Continued on page* 4)

FWC Raises Prices In L.A. Theatres

Los Angeles, Dec. 14.—Fox West Coast Theatres here have taken the lead in raising admission levels, lifting evening prices five cents in the first-run Chinese, Uptown, Los Angeles, Wilshire and Loyola theatres.

Other FWC houses and also competitive circuits are expected to follow suit within a week or two. House managers report no customer complaints and only very few comments. Indications are that people have become accustomed recently to rising prices in all other fields and appear disposed to take a theatre admission boost in stride. FWC had experimented previously in San Francisco and San Diego theatres with satisfactory results.

Youngman to Join Bautzer on Coast

Hollywood, Dec. 14.—Gordon E. Youngman, who has resigned as RKO Radio studio vice-president, will join the law firm here of Gregg Bautzer, well known in West Coast motion picture legal circles, handling a large amount of talent and contract matters.

Youngman, who will be succeeded at the RKO studio by C. J. Tevlin, will commence his new association around Jan. 1.

Annual Tri-States Meeting Jan. 29-31

Memphis, Dec. 14.—The Theatre Owners of Arkansas, Mississippi and Tennessee, affiliated with the Theatre Owners of America, today announced that its annual convention will be held on Jan. 29-31 at the Hotel Gayoso, Memphis. Max Connett, of Newton, Miss., is president of the Tri-States organization.

Para. Bookers Will Meet in Chicago

The third of a series of regional meetings of Paramount bookers will be held in Chicago tomorrow and Sunday at the Drake Hotel. Joseph Walsh, head of branch opertaions, will preside at the sessions which will be attended by A. W. Schwalberg, president of Paramount Film Distributing Corp., and James J. Donahue, Central division manager.

The meeting will bring together for discussion and exchange of ideas the booking personnel of the Kansas City, St. Louis, Chicago, Milwaukee, Indianapolis, Minneapolis, Omaha and Des Moines branches. Previous meetings were held in Pittsburgh for Mid-Eastern division exchanges and in New Orleans for the South and Southwest.

Canadian MPIC Set Up for New Year

TORONTO, Dec. 14.—The Motion Picture Industry Council of Canada, of which J. J. Fitzgibbons has been elected president for a second term, has been organized for the coming year with the following committees:

Inter-industry committee, J. J. Chisholm and Ray Lewis; resolutions, F. Gordon Spencer of St. John, and Ken Leach of Calgary; legislation, Mayor A. J. Mason, of Springhill, N. S., and Matt Park of Calgary; finance and organization, Morris Stein, Toronto, and M. Triller of Winnipeg; box-office promotion, J. Arthur Hirsch of Montreal; public relations, Fred C. Dillon, Toronto.

'17' Cites 'Cyrano'; To Open in Phila.

"Cyrano de Bergerac" has been named "Picture-of-the-Month" for January by *Seventeen Magazine* and Producer Stanley Kramer will receive a special citation from the publishers.

Jack Cooper, field exploiteer for Stanley Kramer Productions, will leave here today for Philadelphia to set up the campaign for the Jan. 17 road-show opening of "Cyrano de Bergerac" at the Aldine. Cooper has been here from the Coast for conferences with George J. Schaefer. Kramer Productions sales chief, and Myer Beck, advertising-publicity director.

Personal Mention

DAVID A. LIPTON, Universal Pictures' vice-president in charge of advertising and publicity, left here last night for Chicago en route to California. In the latter city he will be joined by CHARLES J. FELDMAN, Universal sales manager, where tonight both will attend the annual dinner of Allied of Illinois.

•

RICHARD F. WALSH, IATSE international president, is in London from New York to attend the diamond jubilee banquet of the National Association of Theatrical and Kine Employes at Grosvenor House today.

•

E. C. GRAINGER, Shea Circuit president, returned here yesterday from a tour of Shea Theatres West of New York.

GAEL SULLIVAN, Theatre Owners of America executive director, left here yesterday for Chicago.

•

BEN GOETZ, head of M-G-M's British production activities, and his wife are scheduled to arrive here from London on Dec. 28.

•

BILL SMITH, manager of the Meban Theatre, Meban, S. C., and MRS. SMITH announce the birth of a boy.

•

NELSON TOWLER, branch manager of Atlanta Lippert Productions, has recovered from a recent illness.

•

A. A. WARD, vice-president of Altec Lansing Corp., has arrived here from the Coast.

Mrs. Impellitteri to Aid 'Montezuma'

Mrs. Vincent R. Impellitteri, wife of New York's mayor, is the honorary chairman of the world premiere committee of the Marine Corps League of New York City in connection with the opening at the Roxy Theatre on Jan. 4 of the 20th Century-Fox Technicolor "Halls of Montezuma."

The invitational premiere's proceeds from contributions will be distributed by the League to the families and dependents of American Marine casualties of the Korean war.

Basil Rathbone is chairman of the League committee, with Mrs. Vincent Astor, Gertrude Lawrence, Mrs. William Woodward and Elsa Maxwell as vice-chairmen. The motion picture committee is headed by Marlene Dietrich, and the radio and television group by Ted Husing and Faye Emerson. Dan Parker is chairman of the sports committee.

SWG Acts to End Existing Contract

HOLLYWOOD, Dec. 14.—The Screen Writers Guild today formally notified major producers that the contract under which the Guild has continued since its expiration in June, 1949, is terminated as of 60 days from today.

A duplicate copy was filed with the Federal Mediation and Conciliation Service which, under law, can appoint an arbitrator and compel the parties to negotiate steadily for a 30-day period after the expiration of the 60-day notice, if agreement has not been reached before that time.

Raymond L. Schrock, 58

HOLLYWOOD, Dec. 14.—Funeral services will be held tomorrow afternoon at Pierce Brothers Chapel here for Raymond L. Schrock, 58, veteran screen writer, who died Tuesday. His recent films include, "Murder on Wheels," "Escape from Crime" and "The Hidden Hand."

UPT Unit's Name

ALBANY, N. Y., Dec. 14.—Artists Booking Bureau, Inc., New York, a subsidiary of United Paramount Theatres, has changed its name to United Paramount Theatre Enterprises Corp.

Four Managerial Promotions by ELC

Four promotions in the field sales ranks of Eagle Lion Classics have been made by B. G. Kranze, ELC general sales manager.

Ralph Amacher, former Portland branch manager, will head the San Francisco exchange, replacing Sam Sobel, resigned; S. F. Powers, former Portland salesman, has been named manager of the Portland exchange; J. C. Swonson has been promoted from Salt Lake City salesman to branch manager in that city, replacing Arthur Jolley, resigned; salesman Barry Greenberg of the San Francisco exchange has been named assistant branch manager.

Finkel Steps Down As Allied Officer

PITTSBURGH, Dec. 14.—Morris Finkel, president of Allied of Western Pennsylvania for the past four years reports that he will not be a candidate for reelection at the organization's annual meeting which will be held on Jan. 16-17 at the William Penn Hotel, Pittsburgh.

Finkel said, "A change of officers is always beneficial to an organization such as Allied of Western Pennsylvania." Finkel operates four theatres in the Pittsburgh neighborhoods, the Mt. Oliver, Hilltop, Capitol and Shadyside.

Asks Delay on Video Inter-city Hearings

WASHINGTON, Dec. 14.—The chief of the Federal Communications Common Carrier Bureau today asked the Federal Communications Commission for an indefinite postponement of Monday's hearings on inter-city television relay facilities, on the ground that the parties have worked out an agreement on allocating these facilities.

The Commission is expected to approve this request tomorrow.

Radio City to Open at 8

Radio City Music Hall will open daily at 8 A.M., starting tomorrow for the duration of its annual institutional Christmas Holiday show.

NEWS in Brief . . .

LOPERT Films' $100,000 breach-of-contract action against Pathe Industries over distribution of the Italian-made "Shoe Shine" in Mexico and Central and South America has been discontinued in U. S. District Court here following an out-of-court settlement.

•

Chicago, Dec. 14.—"King Solomon's Mines" continues to be Chicago's box-office champion in these days of skimpy pickings in the Loop. Scheduled to play at the RKO Grand a little over four weeks, the film took in approximately $40,000 in the first week, $24,000 in the second, and $16,000 in the third.

•

TORONTO, Dec. 14.—The Ontario Board of Censors has placed adult-entertainment grading on nine more features, as follows: "Alcatraz Island," "Chain Gang," "Breaking point," "Dial 1119," "Kiss Tomorrow Goodbye," "Lonely Heart Bandit," "San Quentin," "Underworld Story" and "Three Secrets."

•

"Captain Video," the DuMont Television Network's adventure series, will be made into a motion picture serial by Columbia Pictures. The serial will consist of approximately 15 episodes.

•

HOLLYWOOD, Dec. 14.—Norma Productions, the Burt Lancaster-Harold Hecht company, has concluded a deal to make two pictures at Columbia next year, the first to be "Ten Tall Men," in which Lancaster will star, and the second to be "Small Wonder."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Betty HUTTON in Fred ASTAIRE
LET'S DANCE
COLOR BY Technicolor
A Paramount Picture
IN PERSON
NAT 'KING' COLE AND HIS TRIO
JIMMY DORSEY AND HIS ORCH.
Plus MICKEY DEEMS
Plus THE TONG BROS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Belvedere's Back!
FOR HEAVEN'S SAKE
Starring CLIFTON WEBB
20 CENTURY-FOX
ROXY 7th Ave. & 50th St.
Doors Open 10:30 A.M.
On the STAGE and ICE
The Gala Annual Roxy "CHRISTMAS EXTRAVAGANZA"
A Joyous Revue of Mirth and Music
Plus a Glorious Spectacle "Ave Maria"

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Short Subject

"Composers in Clay"

(Canton-Weiner)

The work and personalities of some 15 famous sculptors are put before the cameras in "Composers in Clay." It is a quality subject especially suited for art theatres and for the selective audiences in general.

The subject is well-made and has the virtue of being both informative and entertaining. After lingering informally in the studio and work shops of many sculptors the subject explains the mechanical technique of sculpturing. A Thomas Craven presentation, it is being released by Canton-Weiner. Running time, 17 minutes.

N. Y. Newspaper's Ads Boost Pictures

The *New York Journal-American* has evidenced its support of the motion picture industry again in a series of institutional ads now appearing in that newspaper, the Motion Picture Association of America noted here yesterday.

The ads are 200 lines in size, running 100 lines across two columns. Each ad highlights an individual motion picture in current release. Depending on the subject and mood of the picture, are headlines such as: "Movies Bring You Action," "Movies Bring You Adventure," "Movies Bring You Comedy," etc.

Under the headline is a squared reproduction of a still from the production, with title and company credit indicated. Following are some of the headlines and titles which are appearing in the new series launched by the *Journal-American*:

Movies Bring You Laughter, "Born Yesterday"; Movies Bring You Excitement, "The Sound of Fury"; Movies Bring You Suspense, "Johnny One-Eye"; Movies Bring You Mystery, "Woman on the Run"; Movies Bring You Comedy, "The Jackpot"; Movies Bring You Thrills, "Right Cross"; Movies Bring You Action, "Breakthrough"; Movies Bring You Music, "Two Weeks with Love"; Movies Bring You Intrigue, "Tripoli."

More titles will be added as the series progresses.

Chemical Shortage Hits Safety Film

WASHINGTON, Dec. 14.—A shortage of refined methylene chloride threatens the output of 35mm. acetate safety film, photographic film makers told the National Production Authority today.

The situation was outlined to NPA film chief Nathan D. Golden and other agency officials by the Industry Advisory Committee for the Sensitized Film Industry, including representatives of Eastman, duPont, Ansco and other leading raw stock companies.

The company spokesmen told NPA that so far they have experienced no material troubles except for refined methylene chloride. But, they added, this is a very important exception and due to the tight situation on this one item, the output of safety film is hanging in the balance.

They said the shortage was due to the fact that the solvent was now being used for many defense purposes, including several for which other chemicals could be used just as well. NPA officials indicated they would do their best to see if other users of the refined solvent could be persuaded to substitute other chemicals for those which are in short supply.

Reviews

"Stage to Tucson"

(Columbia)

COLUMBIA departs from the standard Western story-line in this Technicolor production, laid in the exciting period when the U. S. was on the brink of the Civil War. Innocent partisans of the South become the unwitting tools of a band of unscrupulous thieves who are stealing stage-coaches. Story complications cause the action to lag at times but the photography is excellent and those who like outdoor films should be well pleased.

Rod Cameron appears as a trouble-shooter for the Butterfield Stage Lines. The disappearance of stage-coaches while on their regular runs is a threat to the North's communication lines in the impending conflagration. Cameron and his assistant, Wayne Morris, try to solve the mystery while fighting over the attentions of Kay Buckley, who eventually ends up with Morris. Roy Roberts, the freightline owner, is discovered to be the ringleader of the gang. Morris is captured while spying on the outlaws and leads them to believe that he is a Southern sympathizer. He escapes when given the opportunity and with Cameron's aid the gang is destroyed. The heroes end up by enlisting in the Union Army, while some of their friends join the Confederate cause.

Ralph Murphy directed, and Harry Joe Brown produced, and Bob Williams, Frank Burt and Robert Libott collaborated on the script, which was based on a novel by Frank Bonham.

Others in the cast are: Carl Benton Reid, Roy Roberts, Harry Bellaver, Sally Eilers, Douglas Fowley, John Pickard, Olin Howlin, Charles Evans, Boyd Stockman, John Sheehan, Reed Howes, James Kirkwood.

Running time, 81 minutes. General audience classification. For January release.

"California Passage"

(Republic)

EVEN though "California Passage" is a bit over-long, its several favorable factors compensate fully to the almost certain satisfaction of Western-film devotees, depicting, with sustained action, an interesting theme woven around the California frontier along about the 1850's. Commendations for a good job on this type of production are in order for producer-director Joseph Kane, for writer James Edward Grant and for the cast, especially Forrest Tucker and Jim Davis.

Partners in a thriving frontier saloon, the latter two strongly dislike each other, but, nevertheless, maintain amicable business relations. They cut cards for each week's profits. Tucker wins 21 times in a row, but finds that his partner still manages to keep even in the business. Davis is actually the leader of an outlaw band that is robbing gold shipments. Bill Williams is a member of the gang, and is killed in self defense by Tucker. Adele Mara, Williams' sister, who had been rescued from Indians by Tucker, is led to believe that he killed Williams under different circumstances. The public convinces her that this is not so.

Davis attempts successfully to pin the guilt for the robberies on Tucker, but after Tucker flees from a posse, Davis, on the eve of his supposed wedding to Adele Mara, is found to be the real criminal. He pursues the girl and her young brother into the hills, but they are rescued by Tucker who happens along. Davis is killed and Tucker is reunited with Adele Mara.

Two musical numbers are uninspired, but adequate. Estelita Rodriguez sings them pleasantly. Gunplay, hard riding and an action-packed story classify "California Passage" as good Western fare. Others in the cast are: Peter Miles, Charles Kemper, Rhys Williams, Paul Fix, Francis McDonald, Eddy Waller, Charles Stevens, Iron Eyes Cody, Alan Bridge and Ruth Brennan.

Running time, 90 minutes. General audience classification. December release.

"Under the Gun"

(Universal-International)

A CONVENTIONAL melodrama of pursued and pursuer is told with vigor in "Under the Gun." The production has been given a lacquered finish and under Ted Tetzlaff's direction, the suspense inherent in the theme of a sheriff playing a cat-and-mouse game with a racketeer is cleverly developed. Richard Conte plays the underworld character, with Audrey Totter as the femme fatale, and John McIntire as the guardian of the law. The picture should prove satisfactory in all situations that respond to melodramas.

The story has Conte kill a man who was out to avenge Conte's previous underworld deeds. Miss Totter, a singer whom Conte was driving to New York to employ, is the only witness to the crime. She is "persuaded" to be silent but when the trial comes up, she pulls a surprise by "singing." Forthwith Conte is sent to prison for 20 years. Conte learns all the tricks there and plays his cards well. In time he is made a trustee. Thereupon he persuades another prisoner to escape and then cynically kills him in the process. Eventually Conte is pardoned.

The focus of George Zuckerman's screenplay then swings to Sheriff McIntire who does some probing and discovers the facts behind Conte's release. Over land and sea a furious chase begins. Forced to go along with Conte is Miss Totter. The finale sees Conte brought down by McIntire's rifle fire. Ralph Dietrich produced.

Running time, 84 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

First Theatre Bomb Shelter for New York

The first theatre in the U.S. to have its own bomb shelter will be the Park Avenue, scheduled to reopen on Dec. 21 with M-G-M's "Stars in My Crown," it is announced by Walter Reade, owner and operator of the showcase.

Specifications have been prepared for a bomb-proof shelter, 50 feet below the street level and large enough to accommodate 1,500 persons, which will have a direct passage from the theatre, Reade said, adding that New York's civil defense organization has approved the plan.

$28,887,000 Film Dividends Paid

WASHINGTON, Dec. 14.—Publicly-reported cash dividend payments by film companies amounted to $28,887,000 in the first 10 months of 1950, compared with $38,651,000 in the same 1949 period, the U. S. Commerce Department reports.

Department officials said the 1950 figures are preliminary and that the final figures will probably be revised upward substantially. For example, so far this year Stanley Co.'s reported dividends are about $7,000,000 below the 1949 figures and RKO's about $2,000,000 below.

Oct., 1950, payments were reported at $1,880,000, compared with $2,299,000, in Oct., 1949. However, the Commerce Department breakdown shows how meaningless the monthly figures have become. Warner Brothers reported $1,824,000 in Oct., 1949, nothing in Oct., 1950; Commerce officials said the company paid in September this year instead of October. On the other hand, United Paramount Theatres paid $1,632,000 this October, while the old Paramount company paid in September last year. The Commerce figures did note an increase in Republic's payments from $100,000 last October to $200,000 this year.

Appoint 7 More to 'Brotherhood' Posts

"Brotherhood Week" publicity chairmanships have been accepted by seven additional circuit executives, reports Max E. Youngstein, chairman of advertising and publicity for the drive.

The new area chairmen are: Frank O. Starz, Interstate Theatres, Dallas; Fay S. Reeder, Fox West Coast, San Francisco; Marcel D. Brazee, Warner, Oklahoma City; Ted Barker, Loew's State, Cleveland; Edward R. Ruben, Welworth Circuit, Minneapolis; Hortense Brunner, Fox Wisconsin Theatres, Milwaukee, and Robert Johnson, Fanchon and Marco, St. Louis.

Tierney to Miami

MIAMI, Dec. 14.—Gene Tierney will be Hollywood's actress "ambassador" to the premiere of 20th Century-Fox's "The Mudlark" at Wometco's new Carib Theatre here next Friday. She will be joined here by William Lundigan, who will arrive from Hollywood.

Arbitration

(*Continued from page* 1)

tion's New York office, which administered the case, was accepted by complainant counsel Monroe E. Stein as a victory for his client, the Elmwood Theatre Corp. It provided that the complainant's Hy-Way Theatre in Stratford be given clearance by five major distributors of 14 days on a single-feature policy and 21 days on a double-feature policy after the first-run in Bridgeport.

It was conceded by an attorney for the distributor defendants that Elmwood had won its case. The complainant had been subject to 30 days clearance at the Hy-Way and had sought 14 days after the first-run Bridgeport.

Pay Tribute to Emanuel

Spokesmen for both sides paid tribute to Emanuel's judgment of the case which went to arbitration on Aug. 29 and turned out to be the year's only arbitration of differences between exhibitor and distributor. It was felt that a pattern of arbitration by an industry figure has been established, and that perhaps more similarly-arbitrated cases will follow. Emanuel agreed to arbitrate the Bridgeport-Stratford case after Si H. Fabian bowed out as arbitrator before hearings began in the belief that an award would not shut out the possibility of litigation.

Spokesmen for both sides pointed out yesterday that no appeal of the award is possible under the agreement to arbitrate. The clearance of the intervening Stratford Theatre, operated by Albert M. Pickus, shall continue to be 14 days after the first-run in Bridgeport, under the award. Counsel for the Stratford was Herman M. Levy.

Distributors involved were Loew's, Paramount, 20th Century-Fox, Warner and RKO Radio.

Emanuel conducted two days of hearings here last month after having made extensive examination of the theatres involved and the areas in which they operate. The Hy-Way straddles the Stratford-Bridgeport boundary line at Bridgeport's West End. The house is so constructed that its box-office, entrance and a part of the auditorium are in Stratford, and the balance of the auditorium is in Bridgeport.

F-M 'Showmanship' Is Helping Business

ST. LOUIS, Dec. 14.—"Gratifying results" from Fanchon and Marco's showmanship campaign, now in its final four weeks, are reported by Edward B. Arthur, general manager of the circuit.

"Special events, special showings, special benefit performances, special attention to unusual and outstanding bookings, and of course, special emphasis on publicity, promotion and exploitation by managers, have sparked the entire organization with a real showmanship spirit," Arthur said.

Standing to date in the theatres in competition for seven prizes for grosses are the Pageant, Washington, Lafayette, Richmond, Hi Pointe, Rio, and Capitol. Prizes in this category for greatest percentage of increase in grosses over the same period last year are $500, $300, $200, $100, $75, $50 and $25.

An additional prize for district managers of $250 is in the hands of Henry C. Riegel, Jr., at the the two-thirds point by a fraction of a point over Albert Poos.

1,200 GATHER FOR ILL. ALLIED 20th ANNIVERSARY DINNER

CHICAGO, Dec. 14.—An estimated 1,200 motion picture showmen, Chicago civic leaders, top film executives and Hollywood film stars will gather tomorrow night in the grand ballroom of the Palmer House to celebrate the 20th anniversary of the Allied Theatres of Illinois, Inc., with a gala dinner and show.

The distinguished group will be headed by Mayor Martin H. Kennelly and M-G-M star, Vera-Ellen, Bill Lundigan, of 20th Century-Fox, and Republic's cowboy star, Rex Allen.

William C. Gehring, assistant general sales manager of 20th Century-Fox, will act as toastmaster. At the speaker's table, in addition to Mayor Kennelly, Gehring and the film stars will be Al Lichtman, 20th Century-Fox vice-president; Trueman T. Rembusch, president of Allied States, Abram F. Myers, general counsel and chairman of the board of Allied States; Abe Montague, vice president and general sales manager of Columbia; Charles F. Feldman, general sales manager of Universal-International; Dave Lipton, vice president of Universal-International; Benjamin Banowitz, secretary-treasurer of Allied; Van A. Nomikos, Allied vice president.

George F. Dembow, vice president and general manager, National Screen Service; Jack Schlaifer, Schlaifer Organization; A. W. Schwalberg, president, Paramount Distributing Corp.; H. M. Richey, director of M-G-M's exhibitor relations; Charles Niles, treasurer, Allied States; Arthur L. Mayer, executive vice president, Council of Motion Picture Organizations; and Sam Shain, in charge of exhibitor and trade relations for 20th Century-Fox.

Honored guest at the banquet will be Jack Kirsch, Allied president, who is celebrating his 20th year in the film industry. Kirsch's activities have done much to promote better trade relations among film distributors.

Says TV Is More Costly Than Films

The average expense per family in connection with buying, installing and maintaining a television set is about $100 a year, according to Paul Raibourn, Paramount vice-president in charge of television, budgets and planning. He said this is about three times the annual family expenditure for motion picture entertainment and radio, which was approximately $30 for each of these mediums in 1946 and 1947.

Raibourn also said that television consumes about 10 hours of the 30 hours of leisure which the typical wage earner now has each week.

Raibourn also declared that the television audience will not be able to see first-run films at the same time they are released in theatres until a way can be found to pay for these pictures. At present, the cost of these films is far above anything that is visualized from advertising revenue now available for television.

Truman Telecast

(*Continued from page* 1)

will indicate the extent to which the nation will be geared to a war economy in consequence of developments in Korea. It has been indicated that the President will tell the nation of plans for wage and price controls.

B. & K.'s Chicago Tivoli Will Telecast the President's Speech

CHICAGO, Dec. 14.—Balaban and Katz will televise President Truman's speech from Washington tomorrow evening at its Southside Tivoli. There will be no increase in prices for the telecast.

The Tivoli uses direct kinescope TV. B. and K. officials say the telecast would be the first time—here—that a current event will be shown directly and simultaneously from the scene of action onto a theatre screen.

Murray in Ampa Post

Ray Murray, Columbia Pictures publicist, has been named associate publicity director of the Associated Motion Picture Advertisers by Harry McWilliams, president.

Argentine Makes It Tougher for Imports

WASHINGTON, Dec. 14.—A new Argentine decree gives domestic producers further protection in the exhibition of their films, and this decree is being rigidly enforced, the U. S. Commerce Department reports.

Film chief Nathan D. Golden declared that the new decree "requires in general that Argentine theatres accord Argentine films all of the advantages and privileges that are granted to foregin films, and somewhat more."

The new regulation, issued in mid-August but just now being made available here in detail, established the minimum percentage of gross receipts which must be paid as rental for Argentine films at 50 per cent for first-run theatres, 45 per cent for intermediate theatres, and 40 per cent for all other theatres, during the first week of exhibition, and 30 per cent during all subsequent weeks. Formerly first-run theatres paid only 40 per cent and all others 35 per cent during the first week and 25 per cent thereafter.

Moreover, Argentine films must be shown in first-run theatres and other principal theatres of the suburbs, called intermediate theatres, for at least one week out of every month and in all other theatres for three weeks out of every six. Previously, first-run theatres were required to show Argentine films one week a month and other theatres to show them two weeks out of every five.

British Outlook

(*Continued from page* 1)

improved dollar situation would mean increased remittances to the U. S. in the future, he answered that that was uncertain because of the large sums going into the nation's defense program.

Exhibition in England "is not bad," but it could be better, Kupper declared.

Another arrival on the same ship was J. E. Perkins, chairman and managing director of Paramount Film Service, Ltd., also London. He said he was here on a routine trip, likewise mixing business and pleasure.

NY Theatres

(*Continued from page* 1)

Independent Theatre Owners Association, in order that exhibition in New York may present a unified front in working out concrete proposals for the industry.

Both exhibitor groups have scheduled meetings for next week.

While emphasis at the first meeting was said to be placed on the cooperative promotional program to be mapped out, it is understood that theatre television is definitely on the agenda. Theatres in the Metropolitan area equipped with large-screen TV were represented at yesterday's meeting. Schwartz' Century circuit has been in the forefront in experimenting with the new medium. Century's Queens and Marine theatres recently concluded an experimental showing of a television news show.

Those Attending

Those attending the luncheon yesterday were unanimous in thanking Schwartz for initiating the talks. The interest aroused by the meeting was shown by the attendance, which was larger than expected.

Among those present, in addition to Fred Schwartz, were Leo and Walter Brecher, Oscar Doob, Julius Joelson, David Katz, Sam and Harold Rinzler, Edward Rugoff, Sol J. Schwartz, S. H. Fabian, Leslie Schwartz, Sol Strausberg, George Skouras, A. J. Balaban, Robert Weitman, William White, Harry Brandt, Walter Reade, Jr., Emanuel Frisch, Eugene Picker, Max A. Cohen, Joseph Vogel, Moe Seider, Morton Levine, Morton Sunshine and D. John Phillips.

Critics Cite 'Eve'

CLEVELAND, Dec. 14.—For the second month in a row, a 20th Century-Fox film has been cited by the Cleveland Film Critics Circle, with the selection of Darryl F. Zanuck's "All About Eve" as the best motion picture to open in the city during November. A trophy is being forwarded to the 20th Century-Fox production chief. "Mister 880" received a similar award from the Cleveland Film Critics Circle in October.

Simonelli to Lecture

Charles Simonelli, Universal-International executive in charge of exploitation, will be guest lecturer at the combined public relations courses of Professor Bernard Bergman at the University of Pennsylvania in Philadelphia on Monday.

Ascap, Video

(*Continued from page* 1)

terim television license agreement now in effect provides that it shall continue for the period of negotiations with the Television Per-Program Committee, plus seven days, but not beyond Feb. 1, 1950. That provision contemplated the conclusion of an agreement between our respective committees before that date."

MPA Board Meet

(*Continued from page* 1)

definite date or place has been suggested yet. The meeting originally was scheduled for Phoenix, Ariz., Dec. 8-10, then for New York on Dec. 20, but too many key figures were unable to attend at either time.

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VOL. 68. NO. 116 NEW YORK, U.S.A., MONDAY, DECEMBER 18, 1950 TEN CENTS

Kirsch Seeks Aid in Chi. Emergency

Asks Company Heads to Meet There Next Month

CHICAGO, Dec. 17.—Jack Kirsch, president of Allied Theatres of Illinois, in a speech made at the organization's 20th anniversary celebration at the weekend appealed to the leaders of the industry to gather in Chicago for a conference with exhibitors of this territory to be held the latter part of January to devise ways and means for the preservation and improvement of Chicago's box-offices.

Jack Kirsch

Speaking before an audience of

(*Continued on page 4*)

Tax Relief Only Answer to U. K. Crisis: Boulting

No lasting improvement in the British motion picture industry is possible until the burden of the U. K.'s 40 per cent tax is eased, according to Roy Boulting, producer-director here from London for today's opening of his latest film "Seven Days to Noon," at the Trans Lux 52nd St. Theatre.

"All other measures to re-

(*Continued on page 4*)

Canadian Returns On Profit Side

OTTAWA, Dec. 17.—Motion picture theatres in various parts of Canada are expected to end up 1950 with over-all higher attendance marks and better operating profits, aided in some measure by small price boosts established during the year. While no official figures are available so far, business has been good, it is learned, with the strong possibility that final returns will reflect some sharp gains in cer-

(*Continued on page 4*)

No Ceilings Yet on Films

WASHINGTON, Dec. 17.—The new defense program and economic control set up outlined by President Truman over the weekend will at first only have indirect effect on the film industry.

Much of the program outlined by President Truman in his Friday radio speech and in executive orders issued Saturday center around wage and price controls.

Under the Defense Production Act, which carries the government wage-price authority, film admission prices and film rentals are specifically exempted from controls. It would take a new law to extend price and wage controls to the industry.

The first effect on the industry will come in ever increasing shortages of material used in construction of equipment and raw stock production and similar activity. Eventually there will be further cutbacks in non-military

(*Continued on page 3*)

Leon Brandt Leaves Eagle Lion Jan. 1

Leon Brandt announced his resignation as Eagle Lion Classics national advertising-publicity director, effective Jan. 1, at the weekend. He will announce his future plans later.

Brandt joined ELC as Midwestern exploitation representative, making his headquarters in Chicago, in 1946. Later he was promoted to exploitation director assisting Max E. Youngstein, and in May of 1948 was made national director of advertising and publicity.

He entered the motion picture industry as a manager for Fox Theatres.

Hughes-Brandt Deal for RKO Theatres Dead

The long-pending negotiations by Harry Brandt for Howard Hughes' 24 per cent interest in the new RKO Theatres Corp. collapsed on Friday.

A joint announcement from Hughes and Brandt stated that they had been unable to agree on terms and have terminated the negotiations.

There are no other bidders for the RKO Theatre stock on the scene as of now and, since Hughes has notified the Federal court here that he will trustee the stock, subject to prior sale, within 10 days of its delivery to him early in January, it now appears more or less certain that that is the course he will take following completion of

(*Continued on page 4*)

Korean Evacuation Films Rushed Here

In a feat of speedy newsreel efficiency, the newsreel companies had in New York theatres at the weekend the grim story of the escape of U.N. forces from the North Korean trap. The films arrived simultaneously with President Truman's speech on the Korean crisis at the weekend.

News of the Day, which sifted and edited the pooled footage, held a special press screening Friday of its eight-minute reel. The film is a remarkable document which shows highlights of the dramatic story of our

(*Continued on page 3*)

'Emphatic Approach' in Ads Urged for All by M-G-M

M-G-M is inaugurating "an aggressive campaign" in its pressbooks to impress the fact that the scope and stature of the motion picture theatre screen makes it a medium that surpasses any other form of entertainment. M-G-M believes that an emphatic approach in advertising should be adopted by all companies and all theatres to keep the public aware of the superiority of the motion picture theatre screen.

Launching this advertising angle in connection with "King Solomon's Mines," M-G-M will now introduce it in pressbooks starting with "Kim." There will be eight slugs of two dif-

(*Continued on page 3*)

Senators Accept MPA Tax Changes

WASHINGTON, Dec. 17.—The Motion Picture Association of America's two main criticisms of the House-approved excess profits tax bill have been taken care of by the Senate Finance Committee, according to committee members.

One of these deals was the treatment of blocked funds. The other affects companies divorced under the New York Statutory Court decree.

(*Continued on page 2*)

Business Boom Is Envisaged By Goldenson

UPT 11-Month Earnings Were $11,560,000

Leonard H. Goldenson, president of United Paramount Theatres, told a special meeting of company stockholders at the home office here on Friday that the advent shortly of war-time emergency economic controls points to a revival of "conditions that during the last war so distinctly benefited the motion picture industry."

L. H. Goldenson

The UPT chief set forth this view as a hopeful prospect amid all the gloomy ones of general wartime restrictions which, he reminded, every-

(*Continued on page 3*)

Equipment Men To Meet with NPA on Jan. 10

WASHINGTON, Dec. 17.—An advisory committee of theatre equipment manufacturers, now being formed, will meet with the National Production Authority on Jan. 10 to discuss problems faced by their firms under the defense program.

Representatives of the Theatre Equipment and Supply Manufacturers

(*Continued on page 4*)

GranvilleRepresents U-I in England

Douglas J. Granville has been appointed Universal-International's home office representative in the United Kingdom and Eire, effective Jan. 1, it was announced here at the weekend by Alfred E. Daff, director of world sales for the company. Granville will take over the post relinquished by Ben Henry.

Starting in the film business with M-G-M's London office in 1928,

(*Continued on page 3*)

Inter-city Television Hearing Now Jan. 15

Washington, Dec. 17.—The Federal Communications Commission has postponed until Jan. 15 the hearings scheduled for tomorrow on the allocation of inter-city television relay facilities. Interested parties are working out an agreement among themselves, and will present it to the Commission shortly. Involved are DuMont, ABC, A. T. and T., NBC and CBS.

M-G-M Boston Meet Plans 'Yankee' Drive

Fifteen M-G-M and Loew home office and field representatives will meet today at the Statler Hotel in Boston to map plans for the release of "The Magnificent Yankee" in New England during February. In addition, there will be a representative from Donahue and Coe ad agency and an executive of the Yankee radio network.

With the exception of the Music Hall opening, following the run of "Kim," and the Four Star, Los Angeles showing starting Wednesday, the New England release will be the first of a series of regional campaigns on the picture.

Among those attending in Boston will be John Joseph, publicity director; Dan S. Terrell, exploitation manager; Halsey Raines, handling special publicity, Carl Rigrod of Donahue and Coe, Benn H. Rosenwald, M-G-M Boston manager; Floyd Fitzsimmons, Boston exploiteer; Phil Gravitz, M-G-M new Haven manager; Linus Travers, head of the Yankee radio network, and the following Loew district and theatre managers and publicity representatives:

Charles Kurtzman and Robert Newhook, Boston; Harry Shaw and Lou Brown, New Haven; Maurice Drucker, Providence; George Freeman, Springfield; Harold Maloney, Worcester; Lou Cohen, Hartford; Matt Sanders, Bridgeport.

Lichtman to Coast For Studio Confabs

Hollywood, Dec. 17.—Al Lichtman, vice-president of 20th Century-Fox, will arrive in Hollywood tomorrow to continue conferences wtih studio executives.

Jonas Rosenfield, advertising manager for 20th Century-Fox, left New York yesterday for the Coast, to discuss advertising plans with studio executives and Lichtman. Rosenfield executives and Lichtman.

Dave Regan, 50

Atlanta, Dec. 17.—Dave Regan, 50, owner and manager of the Roxy Theatre at Selma, Ala., died at his home there of a heart attack on Dec. 14. Surviving are the widow, two children, and a brother, Dick, who is office manager of the Kay Exchange here.

Personal Mention

ROBERT LIPPERT was due in New York from Hollywood by plane over the weekend.

•

Catherine Falcone, secretary to Felix M. Sommer, Universal-International foreign department executive, has resigned to join the cast of Lawrence Schwab Productions.

•

Clarence Taylor, assistant to the president of the Kentucky Association of Theatre Owners, has been appointed publicity chairman of the Kentucky Military District, Louisville.

•

A. L. Hancock, formerly a traveling representative for Paramount recently completed 22 years as manager of the Capitol Theatre, Springfield, Tenn.

•

Herbert Wilcox and Mrs. Wilcox, who is actress Anna Neagle, sailed for England from here aboard the *S. S. Queen Mary* at the weekend.

•

George Peyton, manager of the Griffith Theatre, Louisville, has returned to his duties following service in the Marine Corp.

•

Jimmy Smith, former manager of the Martin Theatre, Phoenix City, Ala., has joined the Navy.

ERIC A. JOHNSTON, president of the Motion Picture Association of America, will spend the Christmas holidays in his native Spokane and may stop over in Hollywood before returning to Washington.

•

William B. Zoellner, head of M-G-M's short subject and newsreel sales, has returned here from a three-week tour of M-G-M branches on the Coast and in the Northwest.

•

H. M. Richey, M-G-M exhibitor relations head, is due back here today from Chicago after attending the Allied dinner and testimonial to Jack Kirsch.

•

Alfred Stern, RKO publicist, and Mrs. Stern, announce the birth of a son Todd Bailey Stern, in Flushing Hospital.

•

Max Weinberg, M-G-M's Eastern short subjects representative, is scheduled to arrive on the Coast Monday from New York.

•

M. L. Simons, assistant to M-G-M's H. M. Richey, returned here at the weekend from Charlotte and Chicago.

•

Gerald Mayer, M-G-M producer, is in New York from Hollywood for a visit.

ELC to Release 7 In Three Months

Eagle Lion Classics will release 17 films during the first three months of 1951 it is announced by Willian J. Heineman, distribution vice-president.

The January list calls for five films: "The Wicked City," starring Maria Montez, Jean-Pierre Aumont and Lilli Palmer; "Mr. Universe," Jack Carson, Bert Lahr and Janis Paige; "Korea Patrol," Richard Emory and Teri Duna; J. Arthur Rank's "Oliver Twist," Robert Newton, Alec Guinness, Kay Walsh, Francis L. Sullivan, Henry Stephenson and John Howard Davies; "The Sun Sets at Dawn," Sally Parr, Philip Shawn and Walter Reed.

Six are scheduled for February release: "Volcano," starring Anna Magnani, Geraldine Brooks and Rossano Brazzi; J. Arthur Rank's "They Were Not Divided," Edward Underdown and Ralph Clanton; "My Brother, The Outlaw," co-starring Mickey Rooney, Robert Preston, Wanda Hendrix and Robert Stack; "Skipalong Rosenbloom," Maxie Rosenbloom, Max Baer and Jackie Coogan, and "Derby Winner" and "Fighting Rebels."

'Goldberg' in 'Frisco

The Western premiere of Paramount's "The Goldbergs" will be held on Jan. 5 at the Paramount Theatre in San Francisco, it was announced by E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp. The world premier at the new Midtown Theatre in Philadelphia on Dec. 23, was previously announced.

Backlog for Mono. Tops for the Year

Hollywood, Dec. 17.—One Allied Artists and 14 Monogram pictures are completed and awaiting release, giving Monogram the largest backlog of product held at any time during the past year.

"Short Grass," a Scott R. Dunlap production starring Rod Cameron, is the Allied Artists film, and it is set for December 24 release.

Monogram product awaiting release includes: "Call of the Klondike," starring Kirby Grant; "Sierra Passage," Wayne Morris; "Blue Blood," Bill Williams, Jane Nigh and Audrey Long; "Navy Bound," Tom Neal and Wendy Waldron; "According to Mrs. Hoyle," Spring Byington; "Bowery Battalion," Leo Gorcey, Huntz Hall; "Cavalry Scout," Rod Cameron; "Rhythm Inn," Kirby Grant, Lois Collier, Jane Frazee; two Whip Wilsons' starrers, "Outlaws of Texas" and "Abilene Trail," and four Johnny Mack Brown Westerns, "Colorado Ambush," "Montana Desperado," "Man from Sonora" and "Gold Bullets."

Kennedy Foundation

Albany, N. Y., Dec. 17.—The Joseph P. Kennedy Jr., Foundation, of Washington, D. C., has registered a certificate authorizing a New York office to collect and distribute money to charitable, educational and religious organizations. The Foundation is in memory of the son of the former motion picture executive and ex-Ambassador to England.

Newsreel Parade

THE Korean crisis forms the bulk of all the newsreels and some of them are devoted entirely to it. Complete contents follow:

MOVIETONE NEWS, No. 101—Ordeal in Korea. Christmas news.

NEWS OF THE DAY, No. 231—Ordeal in Korea.

PARAMOUNT NEWS, No. [illegible] Korean situation. Yuletide editorial.

TELENEWS DIGEST, No. 50-B—Korean situation. England: Clement Attlee returns. Arms to Indo-China. Jan Sibelius celebrates 85th birthday. Berlin riots. Gen. Eisenhower urges unity. Boxing.

UNIVERSAL NEWS, No. 413—Korea. Peace on Earth.

WARNER PATHE NEWS, No. 35—Korean situation.

Impellitteri Bid Spurs 'Montezuma'

Mayor Vincent Impellitteri of New York will accept the first invitation to the world premiere of 20th Century-Fox's "Halls of Montezuma" today, as members of the Marine Corps League Premiere Committee gather at City Hall for the ceremonies. The film will open at the Roxy Theatre on Jan. 4.

Heading the group will be Gertrude Lawrence and Basil Rathbone, as co-chairmen of the affair, and Elsa Maxwell, the Duchess of Windsor, Major Louis E. Wilson, Jr., USMC, and 1st Lt. Mary MacDonald, U.S.M.C.R.

Proceeds of the premiere will go to families and dependents of American Marine casualties of the Korean War.

Coon and McMillan Win Warner Drive

Washington, Dec. 17. — Henry Coon, manager of the Penn Theatre here, won first prize for the Washington zone in Warner Brothers Theatres' "Best Summer Showmen" contest, zone manager George A. Crouch announces.

Second prize went to Fred McMillan, manager of the Warner Theatre here, while third prize went to George Page, manager of the Seco Theatre in Silver Spring, Md., fourth prize was split between Henry Clark, Warner Theatre, Lynchburg, Va., and Edward Purcell, Virginia Theatre, Harrisonburg, Va. Fifth prize went to Claude Poole of the Colonial Theatre at Hagerstown, Md.

Excess Tax Bill

(*Continued from page* 1)

The Senate Finance Committee took care of MPAA's criticism of the House provision which would have given the Treasury Department the power to declare what earnings could be considered as having been frozen for tax purposes, by allowing film companies recourse to the courts.

On the second point, the Senate committee has voted to permit firms resulting from divorcement to use the earnings experience of the old companies in figuring their excess profits tax.

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NEWS in Brief . . .

PARAMOUNT'S "September Affair," which has been scheduled for an early February opening at Radio City Music Hall, will receive one of the heaviest advertising and publicity campaigns the company has ever launched, reports Max E. Youngstein, advertising and publicity vice-president.

•

Hollywood, Dec. 17.—The Hollywood AFL Film Council is expected to decide at its regular weekly meeting tomorrow on how far to go at this time in pressing demands that producers grant pension and group insurance proposals.

However, Roy Brewer, IATSE international representative, indicated that IATSE will honor its existing contracts with studios

Legion Reviews Nine All in Class "A"

The National Legion of Decency has reviewed nine more films, putting all in Class "A."

Those in Class "A," section one, morally unobjectionable for general patronage, include "Branded," Paramount, "Kim" and "The Magnificent Yankee," M-G-M: "The Missourians," and "Under Mexicali Stars," Republic, and "You Can't Fool an Irishman," Bell Pictures.

Those in Class "A," section two, morally unobjectionable for adults, include, "Frenchie," Universal-International, "Hidden River," (Mexican) Clasa-Mohme, Inc., and "Storm Warning" Warner.

'Emphatic Approach'

(*Continued from page* 1)

ferent sizes included for exhibitors to use with regular newspaper advertising copy. The copy on the slugs reads: "Only a Motion Picture Theatre Screen Can Present a Show Like This."

Special copy in M-G-M pressbooks will capitalize the headline: "Let's Sell the Theatre's Big Screen."

No Ceilings

(*Continued from page* 1)

use of these items. Finally, there will be complete government regulation of production and complete controls of material.

The National Production Authority, including the film section, will switch to the new Office of Defense Mobilization, the overall economic control agency now being set up under the direction of Charles E. Wilson.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Goldenson Sees Boom

(*Continued from page* 1)

one deplores, inescapable though they are.

Assembled to vote on a proposal for the granting of stock options to company officers and employes, the stockholders were informed by Goldenson in an address which opened the meeting that "all things considered," UPT's first year, ending Dec. 31, was a "good" one.

October - November earnings, he said, totalled $2,126,000 including capital gains, thus bringing earnings for the company's first 11 months to $11,560,000. He said December is traditionally a poor month for theatre business in consequence of the Christmas holiday, and that therefore the company's earnings for this month will be less than the monthly average for the first 11 months.

Goldenson reminded that economic trends in recent years have caused a business decline in the motion picture industry. Competition posed by television and other forms of entertainment has increased, he recalled, and the industry itself has had to adjust to changing practices in consequence of the devistiture decrees under the industry anti-trust suit. However, he was optimistic of the future of the theatre business and pointed out that UPT has acted to reduce the competition of home television by installing large-screen television in a number of its theatres.

The UPT chief reported that by next March or April the voting trust set up to achieve the stock split-up in the divorcement from Paramount Pictures will be ready for dissolution. He added that he expected to confer with the Department of Justice at that time with a view to effecting such dissolution of the trust.

The stockholders approved, over the protest of a vocal minority, the seven-year stock option plan which allocates 75,000 common shares to Goldenson and 12.500 shares to each of the following: Walter W. Gross, vice-president and general counsel; Robert M Weitman, vice-president; Edward L Hyman, vice-president, and Robert H. O'Brien, secretary-treasurer. A committee of company directors will decide upon other key personnel to whom options with respect to some 125,000 additional shares will be allocated. Such personnel will number about 50 persons and, under the plan, in no case will options for more than 10,000 shares be allocated to any one of them.

The per-share vote, including proxies, in favor of the plan was 2,266,500 to 274,990. Some 69 per cent of the votable stock was registered in favor of the plan, and some 8 per cent was in opposition.

Four stockholder resolutions directed against adoption of the plan were overwhelmingly defeated. These included a motion to table consideration of the plan for about two weeks pending reexamination of it by a joint committee of officers, directors and stockholders; an amendment proposal that those who take up the options will agree to retain purchased stock permanently; a proposal that full market price of stock on date of purchase be paid rather than the 95 per cent of market value of the stock as of Friday when the plan was approved; a proposal that the company loan the officers sufficient funds, at three per cent interest, so that the stock could be purchased immediately without the need for options.

The last proposal was submitted by stockholder H. G. Fliess of Philadelphia through his attorney, Alfred M. Klein, who is assistant counsel to the Senate's Kefauver Crime Investigating Committee.

Goldenson presided at the meeting.

Granville Represents

(*Continued from page* 1)

Granville became a salesman in South Wales and the West of England districts, and in 1936 was named general manager in the British West Indies and later in Venezuela, with supervision over both territories. In 1945 he joined Warner as general manager in Chile. Immediately prior to his entering the U-I organization in 1948, he was Far Eastern supervisor for Warner.

Korean Films

(*Continued from page* 1)

ordeal in Korea. A showman can find nothing more timely or absorbing than these raw films of Marines battling ferocious odds. They show sleepless, tattered men moving on and out of an enemy trap while an airlift removes the casualties. The films will further stun the people here.

M. H.

Goldenson Without Contract at UPT

Leonard Goldenson, president of United Paramount Theatres, does not have an employment contract with the company, it was brought out at the special UPT stockholders meeting here on Friday.

Notwithstanding this, however, UPT has "call" on Goldenson's services for two years under the terms of the stock option plan, approved at Friday's meeting. Goldenson's option is for 75,000 shares of authorized but unissued UPT stock.

Coast Production Continues Climbing

Hollywood, Dec. 11.—The production index went up two more points this week for a total of 42 pictures in work. Nine new ones were started while seven were completed.

Started were: "Whirlwind" (Gene Autry Productions), "Magic Carpet" and "No Help from Heaven," Columbia; "Life of St. Paul" (Cathedral Films) and "Vanishing Outpost" (Western Adventure), Independent; "Mask of the Dragon," Lippert; "That's My Boy" (Hal Wallis Productions), Paramount; "Insurance Investigators," Republic; "Hollywood Story," Universal-International.

America's Funniest Comedy Team In Their Newest Hilarity Hit!

DEAN MARTIN and JERRY LEWIS
in
At War With The Army

Get In Touch With Your PARAMOUNT Branch Manager Now!

Brandt, Mayer Buy British Film Rights

U. S. distribution rights to "Seven Days to Noon," a Boulting Brothers British production having its American premier at the Trans Lux 52nd St. Theatre today, have been acquired on a 50-50 basis by the Harry Brandt-Trans Lux interests and Arthur L. Mayer. Actual distribution will be handled by Distinguished Films, owned by Mayer and Edward Kingsley, with Trans Lux retaining first-run rights for its houses in Philadelphia and Washington.

The film, dealing with a mad atomic scientist about to destroy London, is said to have attracted the interest of Brandt at a screening a few weeks ago and he acted to have Trans Lux, in which he is a principal stockholder, buy half of the distribution rights.

U. K. Tax Relief

(*Continued from page* 1)

lieve the crisis," Boulting said, "such as government financing and other government-sponsored steps, are merely tentative and palliative in effect."

The only concession obtained by the industry is the Eady plan under which producers are given back a fraction of the tax collected from the grosses of their pictures. "We are happy to get it," Boulting said, "but it is little more than nothing—somewhat less than a widow's mite. The government collects millions and returns us something like a third of a farthing on each admission."

British Films Here

The producer, here for the first time in 10 years, said the number of British pictures currently playing in New York is "encouraging to anyone keenly aware of films as a means of communications" between the two countries.

"I believe we British producers are helping to develop a new audience in America," Boulting said, "an audience that will be of growing importance to the whole industry." This audience is drawn to the better British pictures which, "at their best are more concerned with contemporary life and society," Boulting said.

Conceding that English films do not yet have a mass audience in the U. S., Boulting said that since 1942 the British have turned en masse to their own productions. Of the current six box-office favorites in England, he said, only one, "Annie Get Your Gun," is U.S. produced.

The star system is largely outmoded in England, Boulting said, adding that he thought the "new" audience developing in the U. S. is more influenced by story, treatment and manner of presentation than by names in the cast. Other aspects of distribution and exhibition in Britain are also outworn, Boulting said. He expressed dissatisfaction with the hard-and-fast playoff schedule in England, which is an opening week in the West End, followed by a week in the major circuits.

Reviews

"The Man Who Cheated Himself"

(*Warner-20th Century-Fox*)

CAPABLE direction and good acting do much to strengthen a conventional melodrama in "The Man Who Cheated Himself." The film marks Jack M. Warner's first independent production for 20th Century-Fox. Most of the picture's acting distinctions derive from the efforts of Lee J. Cobb, a detective who becomes snared by his own attempts to cover up a murder committed by his sweetheart, Jane Wyatt. Felix Feist's direction shows a sharp eye for clever action details and suspenseful incidents. Despite a standard type of narrative development, the picture manages to generate enough dramatic movement and interest to assure a satisfactory reception in most situations.

The screenplay by Seton I. Miller and Philip MacDonald from an original by the former, is a study in ironic turns. Miss Wyatt really had no intention of killing her husband, but in a moment of excitement and fear the gun went off. Cobb swings into action and sets up evidence so that it would look like the murdered man was the victim of a holdup. As fate would have it, Cobb's younger brother, John Dall, who was recently promoted to the homicide squad, is assigned to the case along with Cobb. Inspired by his first effort, the rookie detective digs and investigates until he discovers his brother's hand in the murder. It thereafter becomes a game of chase and flight until the law finally catches up with Cobb and Miss Wyatt. By way of another wry turn, Miss Wyatt is seen at the finale casting flirtatious glances at the handsome lawyer defending her.

Running time, 81 minutes. Adult audience classification. For January release.

MANDEL HERBSTMAN

"Operation X"

(*Columbia*)

ONE man's dream of power is the motivating force behind this moody story, written by Robert Thoeren and William Rose, but the secret of "Operation X" is never revealed. Gregory Ratoff produced, directed and plays a leading role in the film, which never succeeds in becoming clarified in its purpose and intent. The picture is likely to have little appeal for the average audience.

Edward G. Robinson is a ruthless business man whose only weakness is his daughter, Peggy Cummins, whom he has completely spoiled. His only real friend is Ratoff, who used to shine shoes with him in the streets of Athens. Robinson bends all of his efforts to develop a mysterious experiment that will make him the most powerful man in the world. A young journalist, Richard Greene, discovers and publishes the truth about Robinson's plan. He also marries the willful Miss Cummins. Robinson's wife reveals that he isn't the girl's father and he goes mad, even failing to recognize the girl when she returns. His dream of power now exists only in his own mind.

Performances by the leading players are just adequate. Finlay Currie does well in a minor role. Others are Nora Swinburne, Ronald Adams, Walter Rilla, James Robertson Justice, David Hutcheson, Dod Nehan, Peter Illing, Ronald Ward, Roberto Villa and Harry Lane.

Running time, 79 minutes. General audience classification. For February release.

Defense Controls

(*Continued from page* 1)

Association and the Theatre Equipment Dealers Association had a meeting here recently with NPA officials on questions concerning NPA's construction control order. The coming meeting, which will be held exclusively with equipment manufacturers, will discuss a much broader range of matters, it is understood. The construction control order will probably come up again, but even more stress will be laid on matters like metal shortages and allocations and priorities on defense orders.

Called by NPA

The meeting has been called by NPA film chief Nathan D. Golden. It is likely that by the time the meeting is held, Golden's office, along with other NPA branches, will no longer be a part of the Commerce Department but part of an over-all defense production agency which the Administration is now setting up under the leadership of General Electric's president, Charles E. Wilson.

NPA officials said they were not yet at liberty to give out the names of the individuals asked to serve on the advisory committee, but indicated that the top men of representative companies in the theatre equipment and allied fields are being asked to serve.

Dismiss Monseigneur AAA Complaint

The American Arbitration Association has dismissed the complaint of Monseigneur Enterprises, Inc., operator of the Forum, Metuchen, N. J., in the so-called "further" arbitration under Sec. VIII of the industry anti-trust suit consent decree entered Nov. 20, 1940. The five decree majors were involved.

A prior arbitration fixing clearance, a re-determination of which was sought, had been consummated. It resulted in an award on Jan. 27, 1944. The new proceedings were instituted in Nov., 1945.

Canadian Profits

(*Continued from page* 1)

tain regions of Canada.

Operating costs are reported to have cut net profits both for circuit and independent theatre operators due to rising expenditures in 1950. Nevertheless, substantial gains are expected for many.

Thorpe Resumes at MGM

HOLLYWOOD, Dec. 17.—Richard Thorpe has been assigned to direct M-G-M's "The Mason Bradley Story," and reported to producer Robert Thomsen for conferences immediately.

Hughes Deal

(*Continued from page* 1)

the RKO divorcement in about 1 days.

Brandt had offered Hughes $7 pe share for the latter's 928,029 share of RKO Theatres stock, representin a controlling interest. The deal wa to have been transacted throug Trans Lux Theatres, which Brand controls. Negotiations were begun b Brandt last spring, with [illegible] Dembow, Jr., as intermediary for Brandt.

A deal appeared near to closing a various times in the months following but each time new disagreement arose. Early last week Noah Dietrich RKO board chairman, and Thoma Slack, attorney for Hughes, came t New York from the Coast for fina negotiations. Talks were held severa days last week, culminating on Friday with the mutually acknowledged inability to reach an agreement o terms.

$1,000,000 Offer

It was reported that Brandt had offered to pay $1,000,000 in cash an the balance over a two-year period Hughes is said to have sought a large cash payment at first, then definite assurances of the cash payment offere by Brandt and a shorter term for payment of the balance. The two, however, were agreed on price.

Just prior to termination of the negotiations, Brandt reportedly offered a reduced initial cash payment and asked for options on the balance of the Hughes' stock. Thereafter, the negotiations were called off.

The New York Federal court will appoint a trustee for the Hughes stock if it is not sold within 10 days after delivery of the new theatre company's shares to Hughes. Presumably, Hughes could sell the stock at any time while it is in trusteeship and meanwhile could continue to receive dividends paid on the stock. He will receive a like number of shares in the new RKO Pictures Corp., which he has indicated he will retain.

Kirsch Seeks Aid

(*Continued from page* 1)

some 1,200 theatremen and guests, at the Palmer House, Kirsch said, "We should like to have such a conference some time towards the close of January, and we submit to the worthy representatives of the companies present and to those who might have come but have been unable to do so for this occasion, that they give time and thought to the Chicago situation in order that some fruitful measures shall be developed for the alleviation of our suffering business.

"Such a conference, if properly prepared for and given the attention, thought, and experience of the leaders of our business in consultation with exhibitors of this territory, big and little, can bring only good results for all of us. We are partners in this emergency. Distributors cannot live without us—neither can we live without them.

"The quicker we get together for specific remedies for the individual Chicago exhibitor in his presently burdensome state, the quicker our industry here will return to good health and normalcy. We cannot do it alone."

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 117 NEW YORK, U. S. A., TUESDAY, DECEMBER 19, 1950 TEN CENTS

$2,000,000 in Improvements For Republic

Yates Very Optimistic; To Expand Abroad, Too

Hollywood, Dec. 18—Completing a personal six-month survey of business conditions, both domestic and foreign, Republic president Herbert J. Yates has announced a $2,000,000 expansion program for the company, both in the United States and Great Britain, to start early in 1951. Details of the plans were outlined at an executive conference at Republic Studios.

H. J. Yates

Domestically the bulk of the money

(*Continued on page 9*)

Flynn Files Suits On 'Bloodline'

Hollywood, Dec. 18.—Errol Flynn has filed several actions in the Superior Court seeking injunctions to restrain Republic from releasing "Bloodline" and Warners from taking action based on such release pending a court finding on whether Republic is a "major company" within the meaning of his contract with Warners.

Flynn's counsel set forth that his Warner contract, which runs until 1962, permits him to make one outside picture annually provided it is released

(*Continued on page 12*)

76% of UPT Stock Is Converted Now

Approximately 76 per cent of United Paramount Theatres' outstanding stock is represented by certificates for common stock in the hands of UPT stockholders, while approximately 24 per cent still is held by the voting trustee appointed to assist in effecting divorcement from Paramount Pictures, it is reported here by Leonard H. Goldenson, UPT president.

Goldenson has incorporated this in-

(*Continued on page 12*)

Sees Industry Facing Ban on Price Increase

Washington, Dec. 18. — The film industry may soon be faced with a very neat problem—whether to bar any further price increases even though admissions and rentals are exempt from the Price Control Law.

The Economic Stablization Agency, following up the program outlined by President Truman over the weekend, is expected to announce any day now "fair standards" of prices, to be adhered to voluntarily by business. All indications are that these "fair standards" will not be different, specific prices for each different commodity, but rather a general standard—no price with a profit-margin

(*Continued on page 9*)

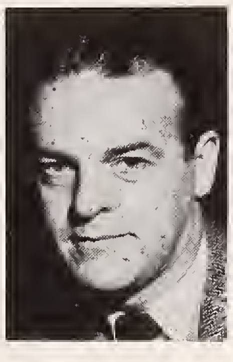
20th Group Selling Policy Is Clarified

Eldora, Ia., Dec. 18.—Analyzing the group selling of pictures to small theatres, a practice in which 20th Century-Fox, M-G-M, Columbia and Paramount are indulging in the area, the latest bulletin of the Allied Independent Theatre Owners of Iowa and

(*Continued on page 9*)

LeSieur to ELC Jan. 2

Howard LeSieur, United Artists advertising-publicity director, is resigning that post on Friday to become advertising-publicity director of Eagle Lion Classics after Jan. 1. He will replace Leon Brandt, who resigned the ELC post the Eagle Lion Classics post last week.


Howard LeSieur

Francis Winikus, UA advertising manager, also will resign to assume a similar post under LeSieur at ELC.

LeSieur has been with UA for 15 years having joined the company as production manager in 1935 after five years

(*Continued on page 9*)

Christmas Bills Lift NY 1st-Run Grosses

New York's first runs are showing signs of shaking off a pre-holiday apathy as improved grosses in a few spots gave a forecast of a rousing holiday week to come. The Roxy's Christmas bill, headed by "For Heaven's Sake" and with a choral

(*Continued on page 9*)

20th Earmarks $200-Million For Films and Showmanship

By DAN BLUE

Chicago, Dec. 18—Company vice-president Al Lichtman reaffirmed 20th Century-Fox's faith in the industry by announcing here that the company will invest $50,400,000 in 36 pictures to be released in 1951, another $50,000,000 for pictures to be made in 1951 for release in 1952, and between $75,000,000 and $100,000,000 in prints and advertising for these films.

Al Lichtman

But Lichtman warned that the $200,000,000 which 20th is investing in the industry would not by itself cure the industry's ills. "Distributors and producers cannot solve present problems by themselves," he said. "True we must make better pictures and create new screen personalities, but the exhibitor must not expect Hollywood to handle all of the showmanship. You, the exhibitor, must do your part, not only by increasing advertising, but by making your theatres as attractive as possible and by careful programming. Single bills with good short subjects are the answer," he explained, attacking the double bill policy.

"Double features are the main reason for the box-office decline in America today," Lichtman declared. "As long as you play double bills," Lichtman said, addressing exhibitors, "just that long you'll have bad pictures in your theatres. No producer can sell

(*Continued on page 9*)

Report Allied May OK TOA's COMPO Setup

Conciliatory Attitude Is Seen Raising Hopes

A basis for resolving the Theatre Owners of America request for increased representation on the board of the Council of Motion Picture Organizations is understood to be in work and may be concluded soon.

The basis for an amicable settlement of the question reportedly emerged from conferences held by Arthur Mayer, COMPO executive vice-president, with Abram F. Myers, Allied States chairman and general counsel, and Trueman T. Rembusch, Allied president, at the 20th anniversary dinner of Allied Theatre Owners of Illinois in Chicago last Friday.

In those conferences, the Allied leaders reportedly indicated that, sub-

(*Continued on page 12*)

5 More Theatres Get NPA Permits

Washington, Dec. 18.—The National Production Authority today allowed the building of five more theatres on appeals from the government's construction control order which bans entertainment building not actually commenced before the order went into effect.

Modern Theatres, Inc., of Tulsa was given permission to build a $120,000 drive-in in Tulsa. Lippert Productions, Hollywood, got an okay for a $30,000 drive-in in the San Francisco area. Mundo and Mundo Enterprises of

(*Continued on page 8*)

Tax Bill Goes to Senate Floor

Washington, Dec. 18.—The Senate Finance Committee late tonight sent its excess profits tax bill to the Senate floor, tagging it for passage by Thursday.

The bill contains a two percentage point boost in the corporate surtax—applying to income over $25,000. This boost would be effective for firms with tax years beginning on or after July 1, 1950. Most firms have tax years be-

(*Continued on page 8*)

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, has returned here from the Coast.

•

HARRY M. KALMINE, president of Warner Brothers Theatres, and MRS. KALMINE, announce the engagement of their daughter, JOAN ADRIENNE, to DANIEL MORTON PARADIES of Atlanta.

•

JACK MATLACK, executive of J. J. Parker Theatres, Portland, Ore., and MRS. MATLACK, have announced the birth of a daughter, SUSAN ELIZABETH.

•

MILTON E. COHEN, ELC's Eastern division manager, has returned here from a three-week tour of the company's branches in the South and Southwest.

•

MRS. GRETCHEN GERAGHTY, daughter of W. SCOTT DARLING, Allied Arttists and Monogram screen writer, was married recently to WILLIAM COOK, of Los Angeles.

•

STIRLING SILLIPHANT, special promotion manager for 20th Century-Fox, is scheduled to arrive in Houston today from New York.

•

Fred Ahrens has been elected president of the Motion Picture Film Editors Local No. 771 of the IATSE here.

•

PIERCE P. McCORMACK, ELC accountant, and his wife announce the birth of a son, PIERCE, JR., at Flower Fifth Avenue Hospital here.

•

EDWARD STEVENS, president of Stevens Pictures, has returned to his desk in Atlanta after a visit to his Florida branches.

Capital Leaders to Aid 'Dimes' Drive

WASHINGTON, Dec. 18.—Film industry leaders here will take a major part in the District of Columbia's 1951 March of Dimes drive.

George A. Crouch of Warner Brothers, and Orville Crouch, Loew's, will be co-chairmen of the special events committee, Jake Flax of Republic will head the film exchange committee, Morton Gerber of District Theatres and Jack Foxe of Loew's will co-chairmen the entertainment committee, A. Julian Brylawski will head the general theatre committee, with a special committee headed by Shep Allen of District Theatres to handle uptown theatres. Coordinating all committees will be Warner's Frank La Falce.

Brown to Work in Rome

HOLLYOOD, Dec. 18.—Clarence Brown has set an early spring start on the filming in Italy of "When in Rome," which he will produce and direct for M-G-M.

Hollywood Musters for Production of Government Films for the Emergency

Hollywood, Dec. 18.—Motion Picture Industry Council's plan for all-out, and unified Hollywood cooperation with the U. S. Government in the production of informational and training films will be expedited toward the working stage at the organization's meeting on Wednesday night in consequence of President Truman's proclamation that an emergency exists. Modifications in the plan recommended at the last meeting of the Council of Motion Picture Organizations have been approved by the MPIC and with a final approval on Wednesday night the plan will be speeded on its way toward presentation to government officials in Washington immediately.

Four MGM Stars to Tour the Country

Four more M-G-M personalities will start personal appearance tours beginning next week.

Starting Dec. 28, Red Skelton, who has just completed "Excuse My Dust," will open for a week at Loew's State Theatre in St. Louis, and on Jan. 5 he will appear for a week at the Chicago Theatre in Chicago. Debbie Reynolds and Carleton Carpenter, the teen-age team in "Two Weeks with Love," will begin a 12-day engagement at Loew's Capitol in Washington on Dec. 30. They are scheduled to open at the Capitol on Broadway following the run of "Pagan Love Song," either on Jan. 11 or 18. Laurette Luez, who appears in M-G-M's "Kim," has arrived here from the Coast for a week of publicity interviews and television appearances here, after which she will make a tour of the country until Jan. 13.

New Deposition Date In Goldwyn Suit

SAN FRANCISO, Dec. 18.—Depositions of Edwin Zabel and John Bertero, two of the witnesses in Samuel Goldwyn's anti-trust suit against Fox West Coast Theatres and others, have been adjourned to the Los Angeles office of FWC for Jan. 30, for the purpose of getting more documents pertinent to the case.

Deposition of Charles Skouras, president of National Theatres, will be resumed in the office of attorney Joseph L. Alioto, San Francisco, on Jan. 4. James Mulvey, president of Samuel Goldwyn Productions will be in San Francisco and Los Angeles for the hearings.

Disney, Wald and Krasna in Deal

HOLLYWOOD, Dec. 18.—Danny Kaye, Donald Duck and Mickey Mouse will co-star in a combination cartoon-live action feature if a joint production deal between Walt Disney and Jerry Wald and Norman Krasna, now near the inking stage, is closed, as expected.

Kubrick Plans 3rd Film

Stanley Kubrick, aged 22, has announced plans for his third film, a feature with a war theme, at an estimated cost of $50,000. The script was written by Kubrick with Howard O. Sackler and the production is being financed by Los Angeles business man Martin Perveler.

425 Simultaneous Dates for 'Heaven'

What was described here yesterday as a new all-time record for Christmas day-and-date opening on a single feature will be set by 20th Century-Fox this coming weekend, when "For Heaven's Sake" will open in 425 theatres over the country, according to an announcement by Andy W. Smith, Jr., sales vice-president.

The new Christmas mark is only eight theatres less than the record simultaneous opening of "The Black Rose" on Labor Day, and is five more than the mark set by "Cheaper By the Dozen" during Easter of this year. Of the 425 dates for the weekend on "For Heaven's Sake," 405 of them will open on Friday.

'Magnificent Yankee' Set in New England

John Joseph, Dan S. Terrell, Halsey Raines, and Carl Rigrod will return here today from Boston following conferences there with Loew's and M-G-M representatives and Linus Travers of the Yankee Radio Network on the New England showings of M-G-M's "The Magnificent Yankee." The picture, slated to follow "Kim" into Radio City Music Hall here, will open in New England during February. It is slated to have its world premiere at the Four Star Theatre in Los Angeles tomorrow.

Texas Theatremen Set Polio Drive

DALLAS, Dec. 18.—A Christmas polio fund-raising drive has been mapped in Texas, one of the hardest hit polio areas in the country, by Texas theatremen, who will feature a special trailer in their theatres during Christmas week. All funds will go to the Gonzales Warm Springs Foundation, Texas' own treatment center.

The 1950 Texas Theatres Polio Fund is headed by L. M. Rice and executive committee members include Don Douglas, Sam Landrum, R. J. O'Donnell, R. I. Payne and Lynn Smith.

'Wilson' Hearings End

Federal Judge Samuel H. Kaufman has reserved decision in U. S. District Court here in the $500,000 piracy action filed by Anthony Pincy against the 20th Century-Fox. Pincy charged that his play about Woodrow Wilson was infringed on in the production of the film. "Wilson."

All But Four State Legislatures to Meet

WASHINGTON, Dec. 18.—Forty-four state legislatures will meet next year—in every state but Kentucky, Mississippi, Louisiana, and Texas, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Bryson said he knows of no particular trouble brewing for the film industry in any state at this time, but that he expects the usual rash of censorship and admission tax bills will crop up and be defeated.

The first group of state legislatures will begin convening on Jan. 3, and then more will come in every few days through early May. The odd-numbered years are always the ones that see practically all state assemblies in session, while only 12 or 15 meeting in the even-numbered years.

Keith Building Is Sold for $2-Million

CINCINNATI, Dec. 18.—The 12-story Keith Building in the heart of the downtown sector has been purchased by an undisclosed group of Eastern investors for $2,000,000, from the Cincinnati Playhouse Co., a subsidiary of the City Investing. Co. of New York.

In addition to stores and offices, the building houses the 1,500-seat Keith Theatre, currently under lease to the Libson - White interests, operating under the name of Southern Ohio Theatres, Inc.

Cleveland Bingo Is Ruled Illegal

CLEVELAND, Dec. 18.—The Court of Appeals has upheld a lower court ruling that Cleveland's Bingo licensing statute is unconstitutional and therefore illegal. The unanimous opinion was concurred in by Appellate Judge Lee Skeel, Judge Charles J. McNamee and Judge Joy Seth Hurd. They upheld the opinion of Common Pleas Judge Frank J. Merrick and enjoined the city from licensing Bingo, keno and Split-Club operations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Mr. Music
A Paramount Picture starring
BING CROSBY • NANCY OLSON
CHARLES COBURN • RUTH HUSSEY
Guest Stars
GROUCHO MARX • DOROTHY KIRSTEN
PEGGY LEE • THE MERRY MACS
IN PERSON
LOUIS PRIMA
and his ORCH.
plus "KEELY" SMITH
plus SHIRLEY VAN
Extra
JAN MURRAY
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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THE
BIG GUN
Paramount!
IN '51
Paramount Pictures

THE BIG GUN
Paramount
IN '51

! ! ! First Hits in a Yea

MANPOWERED BY THE STRONGEST A

Alan Ladd is back in the west—back in color—back for more of that "Whispering Smith" boxoffice action!

JANUARY !

Alan Ladd • Mona Freeman • Charles Bickford in "BRANDED" with Robert Keith Joseph Calleia • Peter Hanson • Selena Royle Tom Tully • Color by Technicolor • Produced by Mel Epstein • Directed by Rudolph Maté Screenplay by Sydney Boehm and Cyril Hume • Based on a novel by Evan Evans

ALAN LADD
in
BRANDED
Color by
TECHNICOLOR

America's funniest comedy team in their newest, and their most hilarious picture!

JANUARY !

"AT WAR WITH THE ARMY" starring Dean Martin and Jerry Lewis • Introducing Polly Bergen • Based on a Play by James B. Allardice Directed by Hal Walker • Written for the screen and produced by Fred F. Finklehoffe Songs by Mack David and Jerry Livingston Executive Producer Abner J. Greshler

DEAN MARTIN · JERRY LEWIS
in
AT WAR WITH THE ARMY
introducing
POLLY BERGEN

In a boxoffice tradition of human, heartwarming film hits from "Humoresque" to "Going My Way"!

JANUARY !

"THE GOLDBERGS" starring Gertrude Berg as Molly Goldberg with Philip Loeb • Eli Mintz • Eduard Franz • Barbara Rush • Peter Hanson • Produced by Mel Epstein • Directed by Walter Hart • Screenplay by Gertrude Berg and N. Richard Nash • Based on the CBS radio and television programs as created by Gertrude Berg

The Goldbergs
starring
GERTRUDE BERG

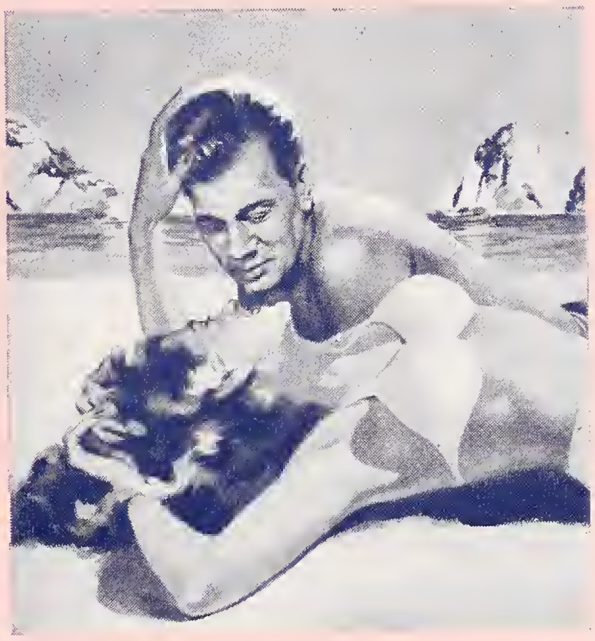
-Long Boxoffice Barrage

Y OF TALENT EVER RECRUITED AT ONE STUDIO

The flaming love story that was filmed in the world's most romantic spot, beautiful, exotic Isle of Capri!

FEBRUARY !

Joan Fontaine • Joseph Cotten in Hal Wallis' Production "SEPTEMBER AFFAIR" also starring Francoise Rosay with Jessica Tandy • Robert Arthur • Directed by William Dieterle • Screenplay by Robert Thoeren • From a story by Fritz Rotter and Robert Thoeren



JOAN FONTAINE · JOSEPH COTTEN
in

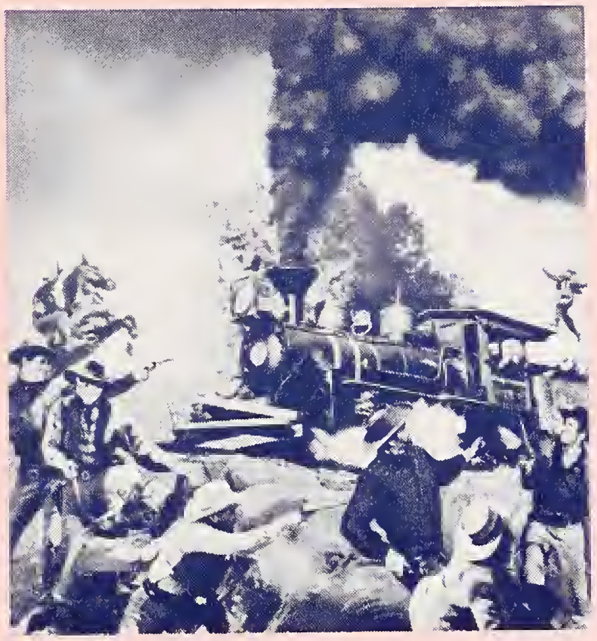
September Affair

A HAL WALLIS
Production

All the gun-thunder behind the first great train robbery in the West's lawless decade!

FEBRUARY !

Wendell Corey • Macdonald Carey • Ward Bond in "THE GREAT MISSOURI RAID" co-starring Ellen Drew • Bruce Bennett • Bill Williams • Anne Revere with Edgar Buchanan Color by Technicolor • Directed by Gordon Douglas • Story and Screenplay by Frank Gruber • Produced by Nat Holt



THE GREAT MISSOURI RAID

Color by
TECHNICOLOR

Here comes the bride. And just keep an eye on the Mother-of-the-Groom who refuses to act like an in-law!

MARCH !

Gene Tierney and John Lund in "THE MATING SEASON" with Miriam Hopkins • Thelma Ritter • Jan Sterling • A Mitchell Leisen Production • Produced by Charles Brackett Directed by Mitchell Leisen • Written for the screen by Charles Brackett, Walter Reisch and Richard Breen

GENE TIERNEY
JOHN LUND
in

The Mating Season

Produced by Charles Brackett

THE BIG GUN
Paramount
IN '51 !

THESE AND MORE—MORE—MORE . . . BECAUSE

Paramount Has Increased Its Production by 50%

GENERAL RELEASE—
of the Greatest Grosser of Our Time!

MARCH !

Cecil B. DeMille's "SAMSON AND DELILAH" starring Hedy Lamarr • Victor Mature George Sanders • Angela Lansbury • Henry Wilcoxon • Produced and Directed by Cecil B. DeMille • Color by Technicolor • Screenplay by Jesse L. Lasky, Jr., Fredric M. Frank From original treatments by Harold Lamb and Vladimir Jabotinsky • Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16

Cecil B. DeMille's
Masterpiece

Samson and Delilah

Color by
TECHNICOLOR

Red-hot romance in the rod-hot west, as Glenn gets rough with lovely Rhonda!

MARCH !

Glenn Ford • Edmond O'Brien • Rhonda Fleming in "THE REDHEAD AND THE COWBOY" Produced by Irving Asher • Directed by Leslie Fenton • Screenplay by Jonathan Latimer and Liam O'Brien • Based on a Story by Charles Marquis Warren

Glenn Ford
Edmond O'Brien
Rhonda Fleming
in

THE REDHEAD AND THE COWBOY

Bob's back on Runyon's Broadway, in a comedy funnier than "Sorrowful Jones"!

APRIL !

Bob Hope • Marilyn Maxwell • Lloyd Nolan Jane Darwell in Damon Runyon's "THE LEMON DROP KID" with Andrea King • Fred Clark Harry Bellaver • Produced by Robert L. Welch Directed by Sidney Lanfield • Screenplay by Edmund Hartmann and Robert O'Brien • Additional Dialogue by Irving Elinson • Story by Edmund Beloin • Based on Damon Runyon's "The Lemon Drop Kid"

BOB HOPE
in
DAMON RUNYON'S

THE LEMON DROP KID

And '51 is the time to run greater-than-ever PARAMOUNT NEWS AND SHORTS

20th Uses 'Applied Showmanship' For 'The Mudlark'

A practical demonstration of "Applied Showmanship," based on the six principles of motion picture merchandising, and designed to provide a working formula for showmen on future campaigns is being utilized by 20th Century-Fox for its New York opening of "The Mudlark" at the Rivoli Theatre, the company reports.

This emphasis on basic principles, stemming from the March showmanship effort launched in Chicago, is said to meet the requirements of every type of theatre in the United States without regard to size of town, type of audience or policy. It is said to bypass most of the specialized stunts, premieres and star appearances, which are applicable only to selected theatres, and represents a maximum effort devised to compete with other entertainment media on their own terms as well as surpass their drawing power.

The six-fold program calls for the following steps in their progressive order:

1. Intensive radio promotion. In this regard, 20th Century-Fox is showing the way with a huge 400-spot saturation over the Christmas holiday weekend. Of special value in the field, where radio is very strong as a crowd-puller, the New York campaign will blanket the Metropolitan area during the height of the holiday.

2. Television spots—For the first time in its history, the company is making a definite test of the new medium, reaching an important audience during top viewing hours. The growth of the video audience appears to be at a stage where a majority of first-run houses can successfully use the medium to sell their product.

3. Billboards—A huge posting effort in New York involving a 100 per cent showing fixes further attention on the use of outdoor advertising in localities over the country. This type of campaign, coupled with the other media outlets, is a basic portion of every showman's campaign formula.

4. Advertising—Backbone of the "Applied Showmanship" method, "The Mudlark" is being given a large ad campaign well in advance of its opening with an intensive teaser buildup.

5. Publicity—"Hypoed" by the British Command Performance and built up over a period of months, theatres will find a follow-through in their own localities based on the foundation laid down nationally. In New York, the presence of Irene Dunne, plus a continuing publicity program on Andrew Ray and the Command Performance, has given the picture a backlog of publicity comment.

6. Exploitation—Screenings for the U. N. and diplomatic representatives of the United Kingdom, emphasis on the Theodore Bonnet best-seller in book store tie-ups and the junket of newspaper critics to England for the Command Performance, have excited unusual exploitation results. School tie-ins, library aids, and the like are all possibilities for the local engagements of the picture throughout the country.

Reviews

"The Company She Keeps"

(RKO Radio)

SOCIOLOGY is subordinated to warm human relationships in this story of a girl on parole and an essentially grim situation is redeemed from sensationalism by producer John Houseman and the quiet direction of John Cromwell. The emphasis in Ketti Frings' story and screenplay is placed, not on the evils or benefits of the parole system, but on the efforts of Jane Greer, an emotionally immature girl with a record of delinquency to reach a measure of stability in a society she has learned to distrust. Miss Greer is aided by Lizabeth Scott as a personable parole officer willing to place at stake her own happiness and future in order to help her charge. Though impeded at times by the exposition of parole procedures, the film retains its human appeal throughout and should prove satisfying fare.

Having served two years of a five-year sentence on a bad check charge, Miss Greer is placed on parole under the supervision of Miss Scott, whose kindly offer of friendship is rejected by her charge. Abandoned as a child, Miss Greer has never learned to trust anyone, nor has she learned to accept responsibility as a genuinely adult person. Nevertheless, she attempts to fulfill the terms of her parole. Encountering Dennis O'Keefe, a newspaper columnist who has been squiring Miss Scott about, Miss Greer succeeds in attracting his attention and later, his love. When O'Keefe proposes, Miss Greer must ask Miss Scott to intervene with the parole board for permission. While the board delays its decision, Miss Greer impulsively aids a fellow-parolee and is arrested. The picture's only prison scenes are of the night she spends in jail and of the callous line-up the next day. Though cleared of suspicion, Miss Greer believes she is about to be sent back to prison for breaking her parole and flees. O'Keefe pursues her and, in a scene that strikingly shows the film's level of understanding, offers to aid her flight and only suggests that she should return and face the consequences. Miss Greer does return, to learn that Miss Scott has obtained leniency from the judge. Miss Greer and O'Keefe are free to marry.

Miss Greer manages to be appealing in a role that is not always sympathetic and Miss Scott presents a warm, if somewhat idealized, version of a dedicated parole officer. O'Keefe is pleasantly casual as the newspaperman. Among others in the cast are Fay Baker, John Hoyt, James Bell, Don Beddoe and Bert Freed.

Running time, 83 minutes. General audience classification. For January release.

VAUGHAN O'BRIEN

"Rogue River"

(Aventura—Eagle-Lion Classics)

ATTRACTIVE outdoor scenes and some good action sequences are the best selling points of Aventura Pictures' Cinecolor drama, "Rogue River." On the whole, however, this drama of irony and lust for gold is uneven and wanting in clarity. Rory Calhoun is the name for the marquee with others in the cast including Peter Graves, Frank Fenton and Ellye Marshall.

The screenplay, by Louis Lantz, tells the story of a small-town chief of police who is frequently more righteous than right. Quick and easy with his fists, he has incurred the wrath of many townsfolk. As the story develops there is a bank robbery of $50,000 in gold. Subsequently the police chief, Fenton, is willed $73,000 in gold by an eccentric person. Some confusion develops as to whether the stolen gold was contained in the bequest and Fenton is forced to resign his police post. Friction develops between Calhoun an adventurous young man, and Graves, the son of Fenton, and in general the inheritence results in trouble. In a heated exchange Fenton shoots Calhoun and becomes a hunted convict. A posse finally catches up with him and kills him. Frank Melford produced and John Rawlins directed.

Running time, 84 minutes. General audience classification. Release date, Nov. 15.

MANDEL HERBSTMAN

New Year's Prices Are Set in Chicago

CHICAGO, Dec. 18.—New Year's Eve prices have been set up by most Loop and many neighborhood houses. Most will feature special attractions and community singing.

In the Loop, Balaban and Katz will charge $2 at the Chicago, which will present a screen and stage show. B. and K.'s other three Loop houses, none with stage shows, will ask $1.80. The circuit's major outlying houses will charge $1.10, with prices decreasing in the smaller second and third-run houses. Other neighborhood theatres are expected to hike prices similarly, but some will not advance prices at all.

The RKO Grand and Palace in the Loop will ask a top of $1.80. The Oriental, with its screen and stage bill will charge $2. The Woods has not set its New Year's Eve prices yet.

General Precision Has New TV Units

A remote control unit which permits tilting, panning, focusing, and lens changing of television cameras by distant operators has been announced by General Precision Laboratory engineers here during the first demonstration of GPL's new television studio equipment. Engineering and production plans of the new remote control unit have been completed, according to Blair Foulds, GPL sales manager.

New advances were demonstrated in all components of studio equipment, including an electronically-controlled video recorder, an improved image orthicon camera chain, a new utility film projector, and a film camera chain. The showing was attended by newspapermen, technical writers and representatives of New York advertising agencies.

Boston Operators Get More Time Off

Boston, Dec. 18.—As a result of a conference between New England Theatres, Inc., and the Boston operators' union, the following terms of agreement for a new contract were effected:

The operators in 1951 will receive one-third of a day off per week or 17 days off per year with pay, plus two weeks' paid vacation. In 1952, the operators will receive two-thirds of a day off per week or 34 days off per year with pay, plus two weeks' vacation. In 1953, they will receive one day off in seven with pay plus two weeks' vacation.

N. Y. Film Center in $3,000,000 Deal

In one of the largest Manhattan West Side business building transactions of the year, a Detroit syndicate, headed by Benjamin Fenton, has purchased from the Film Center Building Corp., the 14-story Film Center Building at 630 Ninth Avenue, and has leased back the structure to the selling interests for a term of 14 years at an aggregate rental in excess of $3,000,000, it was reported here yesterday by David A. Harris of Harris, Newmark and Co., broker in both transactions.

The building, which occupies the entire blockfront between 44th and 45th Streets, fronts 200 feet on the avenue and 90 feet on each of the side streets and contains a total of 252,000 square feet of gross area.

Erected in 1929 by Abe Adelson to meet the specific requirements of the film industry, the structure contains specially-constructed film vaults, laboratories and processing facilities. It numbers among its tenants the New York exchange area branches of several producers, including RKO Pictures, Columbia, Loew's, Universal, United Artists, Republic and Monogram.

London Variety Tent Elects New Crew

LONDON, Dec. 18.—The Variety Club of Great Britain (London Tent) has held its first annual election. Crew members are: C. J. Latta, D. J. Goodlatte, W. J. Kupper, James Perkins, Max Thorpe, Tom O'Brien, Lou Wilson, Jack Hylton, Charles Tucker, Harry Green and Sid Hyams.

Proceeds of the London Tent's first charitable drive have been devoted to the Duke of Edinburgh's National Playing Fields Organization.

Top Stars to Attend NY 'Harvey' Debut

Burns and Allen, Eddie Cantor, Jimmy Durante, Josephine Hull and Gloria Swanson are among the performers who will appear on stage at the Astor Theatre here in conjunction with the world premiere of Universal-International's "Harvey" which will take place tomorrow evening. Entire proceeds of the occasion will go to the Louise Baer Memorial Fund of the New York Heart Association.

National Pre-Selling

A MOVEMENT set off by disc jockeys all over the country will name Jan. 10 as "Bingsday" in celebration of Bing Crosby's 20th anniversary as a star. It now appears that the full-scale, all-out program will make January "Crosby Month" in order to make room for the imposing list of cooperative radio and record sources. Bing's sponsors, as well as musicians' unions, music groups, schools and churches are taking part, creating their own individual programs in order to participate. The promotion is for Paramount's "Mr. Music," and originates with Max E. Youngstein's home office staff in pre-selling the picture.

●

Eighteen recordings have been made of four of the songs featured in Bing Crosby's "Mr. Music" and a disc-jockey tieup was launched over the weekend in New York to plug the opening of the picture at the Paramount Theatre on Broadway tomorrow. Local stations will offer prizes for those who identify the greatest number of songs from the picture and 1,000 Admiral and Decca dealers in the Metropolitan area will display window streamers and sponsor the distribution of 150,000 heralds.

●

The Dec. 16 issue of COLLIER'S *magazine contoined a full-color page which keys the cooperative campaign on "King Solomon's Mincs" for Dodge dealers and distributors throughout the country. This is the kick-off of an elaborate promotion arranged by Dan Terrell, exploitation director for M-G-M, as pre-selling for the picture. Managers of theatres and local dealers are told about the page and what it means in terms of cooperative advertising and merchandising.*

Terrell also has landed a national tieup for "Watch the Birdie" that was regarded as important enough to stop the presses so that an additional page could be added to the pressbook for this Red Skelton picture. The manufacturers of "Watch the Birdie" cameras are going all-out to cooperate with theatre managers and local camera stores throughout the country.

●

A national tieup with the J-H Costume Co., Inc., makers of bridal and bridesmaid gowns, will promote 20th Century-Fox's "The Mudlark" in 200 cities from Coast to Coast. The company has made adaptations of the gowns worn by Irene Dunne and Beatrice Campbell in the picture and the new creations will be featured in cooperative advertising by way of 200 top-bracket stores. Window displays, stills and posters from the film will be used, in addition to direct-mail advertising. The gowns will be introduced by Macy's in New York in conjunction with the premiere at the Rivoli Theatre.

●

Sarah Churchill, daughter of Winston Churchill who appears in Metro's "Royal Wedding," will be picture-profiled by her husband, Anthony Beauchamp, in the January issue of MCCALL'S. *A spread entitled "My Wife Sarah Churchill" was photographed and written by Beauchamp.*

Two of 20th Century-Fox's screenplays have received top publishing honors. Random House will issue the complete script of "All About Eve," as written by Joseph L. Mankiewicz, who also directed the picture. It will be the first film script Random House has published in book form. "Follow the Sun," the story of Ben Hogan, which is currently in production, will be featured in condensed form in the March issue of *Reader's Digest,* as a matter of interest to golfers.

●

Redbook for December, now on the stands, contains a feature article, "Sing High, Sing Low," the story of July Garland. "All About Eve" is the "Picture of the Month" and three other films are so credited, "So Long at the Fair," "Mr. Music," and "Harriet Craig." A dozen other best bets are listed in capsule reviews. The magazine contains Metro's "Lion's Roar" column opposite the table of contents and a full page black-and-white ad on "West Point Story" from Warner, also in preferred position.

●

An interesting campaign has been arranged by Monty Salmon, managing director of the Rivoli Theatre on Broadway, for the premiere of "The Mudlork" on Dec. 23. A screening for Associate Superintendent of Schools Elias Lieberman and Msgr. Reilly of Cardinal Spellmon's staff is expected to result in a promotion for the film in history and English classes, as well as through the columns of various school papers and publications.

●

Aiming for the widest market catering to children, M-G-M is directing a series of special ads on "Kim," currently in its second week at Radio City Music Hall here, to readers of five magazines for children with a combined circulation of 2,893,740. January and February issues of the two *Scholastic* magazines (for juniors and seniors), *Parents* magazine, *Boy's Life* and the *Open Road* will carry the advertising during key-city runs.

—WALTER BROOKS

"Like An Extra Hand"

"The *Air Mail Edition* of *Motion Picture Daily* is like an extra and useful hand in this endless battle with press releases. The *Air Mail Edition* has already inspired several feature stories and a supply of news shorts for which the makeup editor is always clamoring."—Sam Lesner, film critic of the Chicago *Daily News.*

"It certainly is a help to have industry news as quickly as it is printed. (If you don't mind a pun, I could think of you as the Quickly Publications.) It is also undeniable that there is a psychological effect in the use of air mail. On the face of it, urgency is communicated. I do definitely pay attention to the *Air Mail Edition.*"—Helen Bower, film critic, the Detroit *Free Press.*

"Such a quick news service has more bearing in Washington than is generally considered. For movies are certainly part of our government setup, with all departments having films in some fashion linked with their work. And it certainly seems smart to give them the chance to know what's going on while it's going on."—Richard L. Coe, film critic, Washington *Post.*

Sets Six January Bows for 'Cyrano'

Six January key city openings have been set by George J. Schaefer, general sales manager of Stanley Kramer Productions, for "Cyrano de Bergerac," which is currently playing in New York and Los Angeles roadshow enagagements.

From more than 500 exhibitor bids received, Schaefer closed deals for January openings at the Playhouse in Washington, Boston's Majestic, the Aldine in Philadelphia, Selwyn in Chicago, and the Stage Door in San Francisco. "Cyrano" will also go into the Colony Theatre in Miami this week.

Meanwhile, Frank Braden, chief advance agent of Ringling Brothers and Barnum and Bailey, has been assigned by the Stanley Kramer Distributing Corp. to tour 14 principal cities in which the company's "Cyrano" will open, Myer P. Beck, Eastern advertising-publicity chief, announced.

The 14 cities include: San Francisco, Chicago, New Orleans, Boston, Washington, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Kansas City, Baltimore, Atlanta and Memphis.

Hallmark Conclave Opens in Chicago

CHICAGO, Dec. 18.—Hallmark Production's sixth annual convention started today at the Stevens Hotel with about 500 Hallmark employes from all parts of the U. S. and Canada attending, as well as Hallmark representatives from New Zealand, South America, Mexico, Rome, Paris, and London. The convention will end Thursday.

Forums, business meetings and numerous social functions are scheduled for the program. Kroger Babb, Hallmark president, will conduct many of the business sessions and forums. Murphy McHenry, Hallmark public relations director and general convention chairman, will also speak.

AFL Unit Studies New Welfare Plans

HOLLYWOOD, Dec. 18.—Hollywood's AFL Film Council today canvassed the prospects for obtaining pension fund and group insurance agreements with producers, in lieu of cost-of-living increases rejected by the studios last week, at a long session this afternoon, but took no definite action on either matter and issued no statement following the meeting.

It is understood the Council, like individual guilds and unions who have contract adjustments of various kinds proposed for negotiation, is disposed to re-survey the situation pending possible Washington wage-price rulings.

Korea Evacuation In Para. Newsreel

The story of how the U. S. Marines of the First Division and elements of the Seventh Infantry Division fought their way out of the frozen trap of the Changjin Reservoir area in North Korea is told unforgettably in the pooled newsreel footage. Paramount News held a special press screening of the reel here yesterday.

The reel is now on view in theatres throughout the country.

A running narration, purportedly in the words of the cameraman, accompanies the nine-minute reel.

Lippert Forms New Production Company

HOLLYWOOD, Dec. 18.—Robert Lippert and unnamed investors who co-financed "The Mask of the Dragon" and "Fingerprints Don't Lie" have formed Spartan Productions as a permanent producing unit to make an undetermined number of additional features for Lippert release.

Excess Profits Tax

(*Continued from page* 1)

ginning Jan. 1 and so won't begin paying the increase until next year.

The excess profits tax features of the bill are fully retroactive until July 1, 1950. Copies of the Senate bill won't be available until tomorrow but Committee officials said that the two main requests of the Motion Picture Association of America dealing with the treatment of blocked funds and divorced companies have been taken care of.

Excess profits would be taxed at about 57 percent in 1950 and at 77 percent in 1951 and later years.

Five Get Permits

(*Continued from page* 1)

Little Rock, Ark., won an appeal to build a $45,000 theatre in Alamo City, Texas. Milford L. Miller got a green light for a drive-in in Panama City, Florida.

The fifth case involved a re-consideration of an earlier NPA decision turning down an appeal by the Plaza Theatre of Salem, Mass. NPA reversed its earlier ruling today and said the company could build a new theatre in Salem. This reversal was taken as a further sign of the relatively "liberal" policy which NPA is adopting on appeals.

Republic

(*Continued from page 1*)

will be spent in improvements and general rehabilitation at the North Hollywood studios and new physical properties in all exchange cities throughout the country.

The sum of $500,000 is being expended in Great Britain and Eire wher[illegible] Jan. 1 Republic will assume all co[illegible]ol of the sales and distribution of its product. Branch offices have been established in London, Cardiff, Dublin, Belfast, Manchester, Glasgow, Newcastle, Liverpool, Birmingham and Leeds, plus a five-story British home office building in Soho Square, London.

Confident About Future

Yates' decision to proceed on this program is based upon his judgment that the future of the industry is still plenty sound as concluded by his personal six-month survey.

"Competition from TV and other counter attractions has levelled off," Yates told the conference," and with the present high quality of product people are finding their way back to the theatres realizing the self-evident truth that motion pictures still are and always will be their cheapest and best form of entertainment. That goes for individuals as well as the family group," Yates was emphatic in declaring.

"I am convinced," Yates continued, "that one of the moving factors for the mounting return of ticket buyers is the powerful concentration on the 'point-of-purchase' exploitation which has been generated by producers. "Personal appearances of stars at gigantic world premiere celebrations such as Republic's recent 'Rio Grande' premiere at San Antonio, followed up as they are with intensive campaigns from Coast to Coast have undoubtedly proven a great stimulant at the box office.

"Applaud other Hollywood producers who have done equally as well if not better than we in giving their pictures all-out campaigns around the country," stated the Republic president.

"In the next six months you can look for Republic to explode its biggest salvos on such openings as 'Fighting U. S. Coast Guard,' 'Wings Across the Pacific,' 'Honeychile' and 'The Hoodlum Empire,' as well as other deluxe product," Yates continued. "Not only will we follow such a program in this country but we shall expand our exploitation and public relations to England and Eire to whatever degree conditions permit."

20th-Fox Earmarks

(*Continued from page 1*)

your theatres. No producer can sell you two good pictures for one bill week after week."

Discussing the problem of television, the 20th-Fox vice-president said: "Nothing can compare with the movies as popular entertainment. TV is new and tough competition. TV's popularity does not stem from its quality, but from the fact that it is free and convenient. TV is only a challenge for the industry to do a better job."

Republic to Make All Films Promised

Hollywood, Dec. 18.—Republic will "positively" film its announced program of 52 pictures for the current year, H. J. Yates, company president, declared in an interview here.

"In addition he said that his usual policy of holding quarterly regional sales meetings in Los Angeles, Chicago and New York will be expanded in the coming year to include London, England.

Court Okays Yates' Stock Suit Offer

Federal Judge Samuel H. Kaufman yesterday confirmed in U. S. District Court here special master Edward J. Dimock's approval of the offer of Herbert J. Yates, Republic president, to settle in the amount of $79,000 the action brought against him under the U. S. Securities and Exchange Act of 1934 by Republic minority stockholder Simon L. Levin. Judge Kaufman's confirmation marked the termination of the case.

Alleging that profits of over $200,000 were made on stock deals, Levin filed suit for the benefit of the company against Yates, Republic and Onsrud, Inc., under Sec. 16-B of the SEC Act which bars buying or selling of a company's securities by officers at intervals of less than six months.

Counsel for Levin will receive $17,000 for services in the case, and Dimock and accountants have been awarded $3,000 and $2,000 respectively for services.

20th Group Selling

(*Continued from page 1*)

Nebraska reports that Ralph Pielow, Jr., 20th-Fox manager in Des Moines, has indicated that no percentage pictures are mandatory in the company's group selling.

Pielow's statement came as a denial ot reports from exhibitors that 20th-Fox's group contract provides for two percentage pictures and that the company reserves the right to withdraw any pictures from the contract and resell them. No pictures will be withdrawn, Pielow stated, according to the bulletin.

The bulletin states that 20th-Fox, M-G-M and Paramount locally have advised that the 20 per cent cancellation privilege, which is legally required, applies to all pictures bought under the deal, whether tradeshown or not. "Obviously," the bulletin continues, "the same applies to Columbia which does not generally trade show."

The bulletin stated also: "No instances of forced selling of pictures were reported in the Des Moines and Omaha territories. However, several exhibitors who are served Paramount out of Minneapolis complained of this practice."

To Represent Wilcox

Judy Wahn, publicist, has been appointed public relations representative in the United States for Herbert Wilcox, British producer, and his actress-wife, Anna Neagle.

NY Grosses

(*Continued from page 1*)

presentation of "Ave Maria" on stage, brought in $53,000 over the weekend and has a healthy $83,000 in sight for a first week.

The Music Hall's Christmas show, with "Kim" on the screen, continues to be a big grosser with $93,000 racked up for the weekend and an excellent $148,000 due for the week. An extra show was made possible on Saturday by starting the first show at 8:30 A.M.

At the Criterion, which is also opening at 8:30 A.M., a pair of Disney films, "Pinocchio" and "Make Mine Music," accounted for $14,150 in a very good pre-Christmas weekend and the first week of the special engagement is expected to total $25,000, an auspicious omen for a holiday run.

"Cyrano de Bergerac" at the Bijou is still at near-capacity with $15,000 reported due for a sixth week. "Trio" at the Sutton slipped slightly with $9,000 expected for a 10th week, a figure that still represents a very good business.

More New Shows Due

Among houses which have not brought in their holiday shows are the Paramount, where "Let's Dance," holding up with $48,000 due for a third week, will make room for "Mr. Music" tomorrow. Louis Prima's band will head the stage bill. At the Strand, "Highway 301" has a mediocre $24,000 in view for a second week; "The West Point Story" and a stage show topped by Jackie Miles will open Friday. At the Capitol, "Watch the Birdie" did $27,559 for its first week and is expected to maintain that pace, which is not exceptional, until "Pagan Love Song" bows in on Christmas Day. Enric Madriguera's orchestra is on the stage.

"Never a Dull Moment" is expected to take in a so-so $7,000 in a third and final Rivoli week; "The Mudlark" opens Saturday. "Operation X" is having a dull second week at Loew's State where about $13,000 is expected; "Flying Missile" opens Saturday. At the Astor, "American Guerrilla in the Philippines" is concluding a seven-week run with $11,000 for the final stanza, a dip over the previous weeks. "Harvey" opens there on Thursday for an indefinite engagement.

"Rio Grande" has $12,500 in sight for its fifth week at the Mayfair, which is unexceptional business, but will hold over Christmas. "California Passage" is having a modest opening week at the Globe with $8.500 expected. At the Victoria, "The Red Shoes" is expected to draw a substantial $14,000 in a fourth moveover week.

Truman War Emergency Telecast Spurred Grosses at 4 UPT Houses

The large-screen television presentations of President Truman's war emergency address last Friday evening at the Paramount on Broadway here, the Tivoli in Chicago and the Michigan in Detroit spurred business at those houses, it was reported here yesterday by the United Paramount Theatres home office.

The Tivoli's receipts were $300 to $400 above normal for regular Friday evenings as a result of the telecast. and the Michigan's gross was $350 higher, it was reported. Business was "definitely helped" by the telecast at the Paramount and by a rerunning of the Paramount's telecast films at the Brooklyn Paramount shortly after the original telecast, according to UPT vice-president Robert M. Weitman. The films were "rushed" from the New York Paramount to the Brooklyn house.

Myers Is Silent On Price Rise Proposal

Washington, Dec. 18. — Abram F. Myers, general counsel of Allied States Association, who some time ago advised exhibitors that a price hike seemed the order of the day, refused to comment on the new ESA price ceiling problem. "My earlier bulletin got a pretty cold reception anyhow," he declared. "Perhaps I'd better not talk about admission prices for a while."

Prices Increase

(*Continued from page 1*)

higher than the profit-margin on such and such a date, or perhaps no price higher than the price on such and such a date.

ESA officials admit that one of their main hopes for making the voluntary price controls work is the fact that in most cases they can threaten industry to slap on mandatory controls if the voluntary ceilings are violated. They admit that no such threat can be made in the case of the film industry and other industries exempt from the Defense Production Act. Nonetheless, their present inclination is against making it plain that the voluntary standards apply only to industries covered by the Act but rather in favor of leaving the question vague in the hope that some exempt industries will also abide by the ceiling.

"After all," one official says, "the whole thing right now is supposedly voluntary. It is up to the conscience of each individual businessman. If a businessman who is exempt from the law wants to abide by the ceiling, that's all to the good."

Even should the ESA spell out that the voluntary ceilings do not apply to the film industry and other exempt industries, the problem for film distributors and exhibitors will be only slightly diminished. For the question will still remain as to how good public relations it is for the industry to go on raising prices at a time when almost all other prices are frozen?

LeSieur Quits UA

(*Continued from page 1*)

with the former Hanff-Metzger advertising agency, now Buchanan and Co., where he handled the Paramount Pictures account. He was made UA's advertising-publicity director in 1948. His successor at UA has not been announced.

Fund for Barron's Son

WASHINGTON, Dec. 18.—Variety Club Tent No. 11 has voted a four-year, $1,000-a-year scholarship for the college training of Carter Tate Barron, Jr., son of the late Carter Barron, Loew's Eastern district manager and a leading film and civic worker here.

BORN YESTERDAY OPENS XMAS DAY

LOS ANGELES RKO
PANTAGES AND HILLSTREET

NEW YORK VICTORIA
(DECEMBER 26TH)

COLUMBIA PICTURES presents

BORN YESTERDAY

starring

JUDY **HOLLIDAY** · WILLIAM **HOLDEN** · BRODERICK **CRAWFORD**

Screen Play by Albert Mannheimer
From the Celebrated Stage Play
Produced by S. SYLVAN SIMON
Directed by GEORGE CUKOR

That new-born hit
from COLUMBIA

Allied-Compo

(*Continued from page 1*)

ject to the approval of other Allied board members, they would be willing to go a long way toward accepting TOA's proposals for increasing its membership on the COMPO board, and to have indicated several minor safeguards which, if acceptable to TOA and COMPO, would clear the way for a general agreement.

Myers and Rembusch are said to have taken a conciliatory stand largely in the interests of helping to attain industry unity in the face of the national state of emergency proclaimed by President Truman, and to help get COMPO "off the ground."

Previously, Allied officials had indicated that they were irrevocably opposed to TOA's COMPO proposals and might resort to the use of the veto in the event they were placed before the COMPO board for a vote. While Allied is not the only member organization of COMPO which has expressed opposition to the TOA proposals, it is regarded as most directly concerned and, should its opposition be removed the task of winning over other COMPO members would be simplified considerably.

TOA is understood to have asked for a representative on the COMPO board for every one of its affiliated regional units which wished to designate a director, each to have a vote. Since TOA has about 22 affiliated units, the proposal could mean a maximum of that number of TOA directors on the COMPO board, although it would actually mean fewer than that inasmuch as a number of TOA units are said to be uninterested in designating separate COMPO board members.

Allied has approximately the same number of regional units, perhaps a few less, and would be accorded the same privileges as TOA, making it possible for Allied to match the TOA board membership in COMPO, if it cared to do so. However, that is regarded as not too important in view of the veto power of COMPO board members. A single veto cannot be overridden by any number of directors.

TOA also has asked that COMPO activities be confined to industry public relations on the national level.

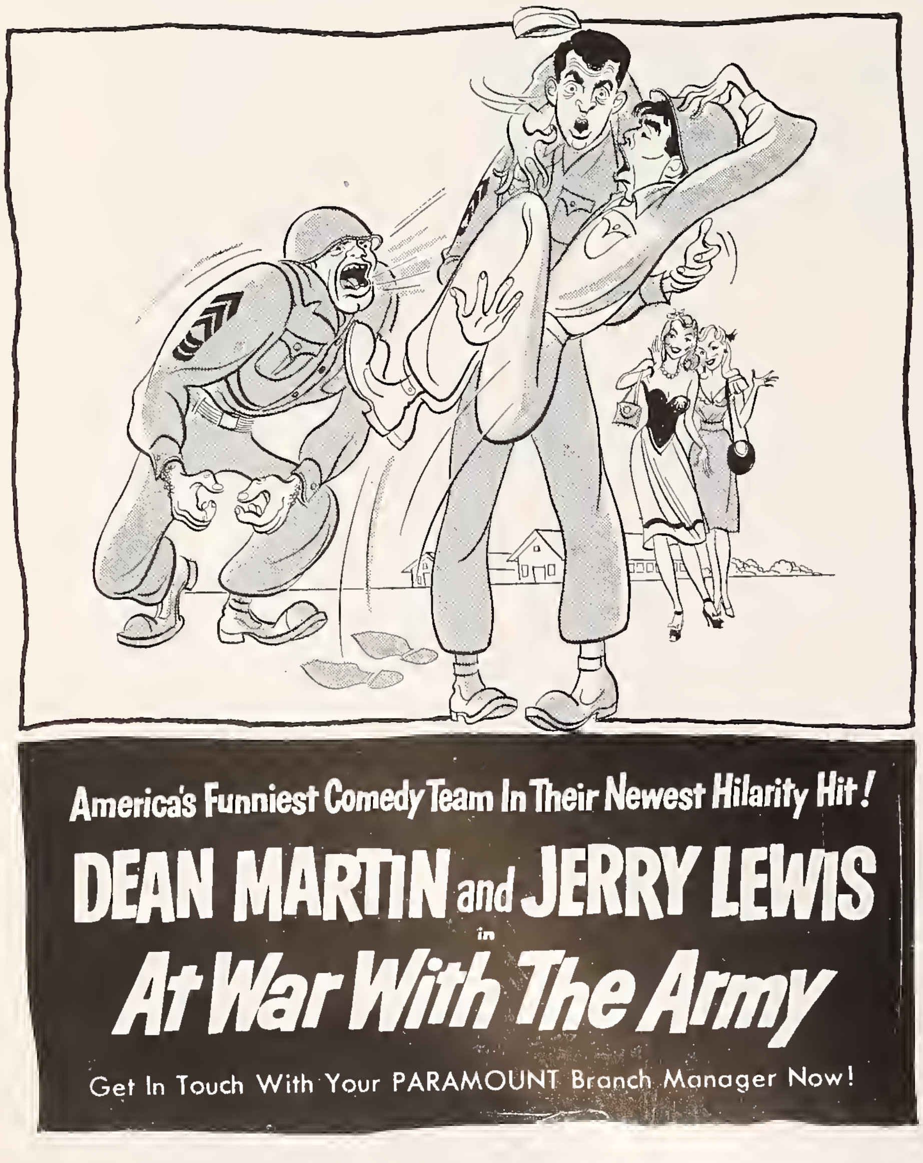
Mayer is scheduled to present the TOA proposals and Allied counterproposals to interested member groups within COMPO as quickly as possible. A COMPO board meeting will be scheduled thereafter.

N. Y. Exhibitors Meet Again Today

The second in a series of meetings held by New York's leading exhibitors to plan concerted action to improve business will be held this afternoon at the Hotel Astor. Plans projected at last week's confab, initiated by Fred J. Schwartz, Century Theatres executive, will be taken up.

Raise $1,175,666

HOLLYWOOD, Dec. 18.—The Permanent Charities Committee weekend report showed $1,175,666 has been raised so far in the current drive.


America's Funniest Comedy Team In Their Newest Hilarity Hit!
DEAN MARTIN and JERRY LEWIS
in
At War With The Army
Get In Touch With Your PARAMOUNT Branch Manager Now!

New York Showmen Honor Impellitteri

Exhibitors of New York paid tribute to Mayor Vincent R. Impellitteri at a mid-century dinner at the Hotel Astor here last night.

Included in the program was a special presentation, "The Mayor and the Movies—a 50 Year Cavalcade."

Invited to the dais were: Jack Levin, Herman Robbins, David Weinstock, Jose Ferrer, Samuel Rosen, Herman Hoffman, Ted Gamble, Edward Arnold, Fred J. Schwartz, Ned E. Depinet, Adolph Zukor, Gloria Swanson, Emanuel Frisch, Frank J. Sampson, Harry Brandt, William J. Donoghue, Edward N. Rugoff, S. H. Fabian, Rabbi Bernard Birstien, Harry Goldberg, Herman Gelber, Murray Gurfein, George Dembow, Eugene Picker, William A. White, Abel Green, Sam Rinzler, Francis Lederer, Julius Joelson, Solomon M. Strausberg, Al E. Daff, A. Schwalberg, Benjamin Fielding, Aaron Frank.

Also, Mrs. Vincent R. Impellitteri, Major Albert Warner, Charles Horowitz, Charles C. Moskowitz, Walter T. Shirley, Denise Darcel, Sol Schwartz, Robert B. Blaikie, Jack Cohn, Robert Dowling, Leo Brecher, Harry Kalmine, Max A. Cohen, Russell V. Downing, Oscar Doob, Leonard H. Goldenson, Robert M. Weitman, the Rt. Rev. Msgr. Bonaventure J. Filitti, Robert Mochrie, Martin Quigley, Walter Vincent, Gael Sullivan, Arthur Mayer, Milton C. Weisman, Al Senft, Boris Karloff, Morey Goldstein, Jack Alicoate, James J. Brennan, Charles E. Lewis, Tom Murtha, Morton Sunshine, D. John Phillips and Robert Merrill.

UPT Stock

(*Continued from page 1*)

formation in a special memorandum to stockholders which will be mailed tomorrow from the home office. He recited the percentages at the special stockholders' meeting held here at the weekend.

Pointing out that the pace of conversion of certificates of interest into common stock has slowed down, Goldenson urged all who are eligible to convert as soon as possible. "It will," he said, "help achieve the conditions which are requisite to a dissolution of the voting trust," which, he added, he expected to begin in March or April.

Flynn Suit

(*Continued from page 1*)

by a major distributor and that Flynn is "worried" lest Warners take the view that Republic is not a major distributor and thus cancel his contract, which he values at $2,000,000.

Sues Oswald, Lewis

LOS ANGELES, Dec. 18.—The Chemical Bank and Trust Company has filed a Superior Court suit against Richard Oswald and Edward Lewis for $41,825 of claimed unpaid balance of an original $90,000 loan for the production of "Lovable Cheat," distributed by Eagle-Lion Classics.

Iowa Allied Board Meet

ELDORA, Iowa, Dec. 18.—The annual meeting of the board of directors of Allied Independent Theatre Owners of Iowa and Nebraska will be held on Jan. 16 at Des Moines.

Canada Plans Annual Industry Festival

Toronto, Dec. 18.—Plans for an annual Film Festival in Canada, garnished with showmanship to stimulate attention in the country's film industry, will be completed at a meeting in February of the Motion Picture Producers and Laboratories of Cana[illegible]

The festival will be staged in conjunction with the Canadian Association for Adult Education, Toronto, which has been sponsoring yearly awards for domestic films.

Gordon Sparling of Montreal has been appointed festival committee chairman of the producers' association.

Selective Film Unit Planned by Guidice

Filippo del Guidice, former managing director of J. Arthur Rank's Two Cities Films, is currently negotiating here for the formation of a company that would present selective European pictures to American audiences. Guidice, who recently arrived here from Italy, has at present distribution rights to eight foreign films.

What is affecting the industry, according to Guidice, "is the enormous quantity of stereotyped pictures." He asserted that the population of the world has increased in intelligence and culture, but that "some producers haven't taken any appreciable notice."

"The tragedy today," Guidice said, "is that the artistic producer can not make the kind of picture he wants but has to make the type the commercial-minded financier wants."

Guidice, who produced such films as "Hamlet" and "Henry V," recommended the creation of a supplementary system of financing for "creative films." He pointed out that there is a large potential audience for them, and that properly exploited, "they can make much more money than stereotyped films."

300 Christmas Dates For 'Harvey' in Keys

Universal-International's "Harvey," starring Jimmy Stewart, will open in more than 300 key and sub-key situations for the Christmas holiday period and during the first weeks of January. The picture will have its world premiere at the Astor Theatre in New York tomorrow evening as a benefit for the Louise Baer Memorial Fund of the New York Heart Association.

The Christmas holiday and early January opening will give U-I "the greatest concentration of important key city and sub-key dates in its history," declared the company.

Holliday Renames N.Y.'s 'Times Square'

New York's Times Square got a new name yesterday when Judy Holliday, star of Columbia Pictures' "Born Yesterday," retitled the crossroads-of-the-world "Holliday Square." Renaming was part of the Salvation Army's annual Christmas holiday drive, and assisting in the festivities was Manhattan borough president Robert Wagner, Jr.

About the Airmail Edition of Motion Picture Daily . . .

As we come to the eleventh issue since the inauguration of this service it is highly gratifying to examine the manner in which so many exhibition executives have gone to so much trouble to tell us not only how very keen they are to have this service continue, but also to explain just WHY it is so important to them.

A composite statement of the executive heads of a thoroughly representative number of the most important circuits* would read like the following (*every word is theirs, and is taken from written reports resulting from their own experience*):

"Have been unhappy for a long time because we were getting the news several days late here. Now my gripe is solved. We look forward to the news hot off the press every Tuesday" . . .

"If we can make the same kind of progress in other branches of our industry, it would certainly minimize our troubles" . . .

"With conditions changing as rapidly as they are the Airmail Edition is giving us a much more current picture of the news and events" . . .

" . . . stimulates the urge to read immediately and with a great deal more thoroughness" . . .

"I always read it thoroughly first, and find that by so doing I keep abreast of events" . . .

" . . . earlier arrival gives me more time to read it" . . .

" . . . gives me all the vital information right off the griddle" . . .

" . . . proved to be a decided step forward in news reporting, but fast!" . . .

" . . . seems to carry more complete news coverage, and I find myself looking forward to it each week" . . .

" . . . a feeling that we are getting all the information when it is still hot and fresh" . . .

"As soon as it arrives I read it from cover to cover" . . .

" . . . in looking for reviews on certain new pictures the Airmail Edition gave me the information several days to a week sooner" . . .

" . . . greatly improved our situations and has certainly created keener awareness of the important developments. Our copy is circulated through the entire organization" . . .

"We find that our attention is keener and more positive and read the Airmail Edition with a great deal more interest" . . .

" . . . we in Denver are greatly benefited by your airmail delivery. Please keep it up" . . .

" . . . proved a highlight in our routine and we look forward to it" . . .

"Can say without hesitation that I read it much more carefully" . . .

"Before this there was always a lapse of four to five days before we knew about something transpiring. It is invaluable" . . .

" . . . a lot of stories affecting our industry break over the weekend; it seems to cover most of the important happenings of the week" . . .

" . . . enough does happen to make quick knowledge of it very definitely an advantage"

" . . . helps considerably also for the various executives here who pass this edition from one to the other and look forward to it" . . .

" . . . gets Today's News Today to us in the true sense of the word" . . .

"You have brought us close to New York, the seat of motion picture operation. The Airmail Edition is the same to us that radio must be to those who live in the wilderness" . . .

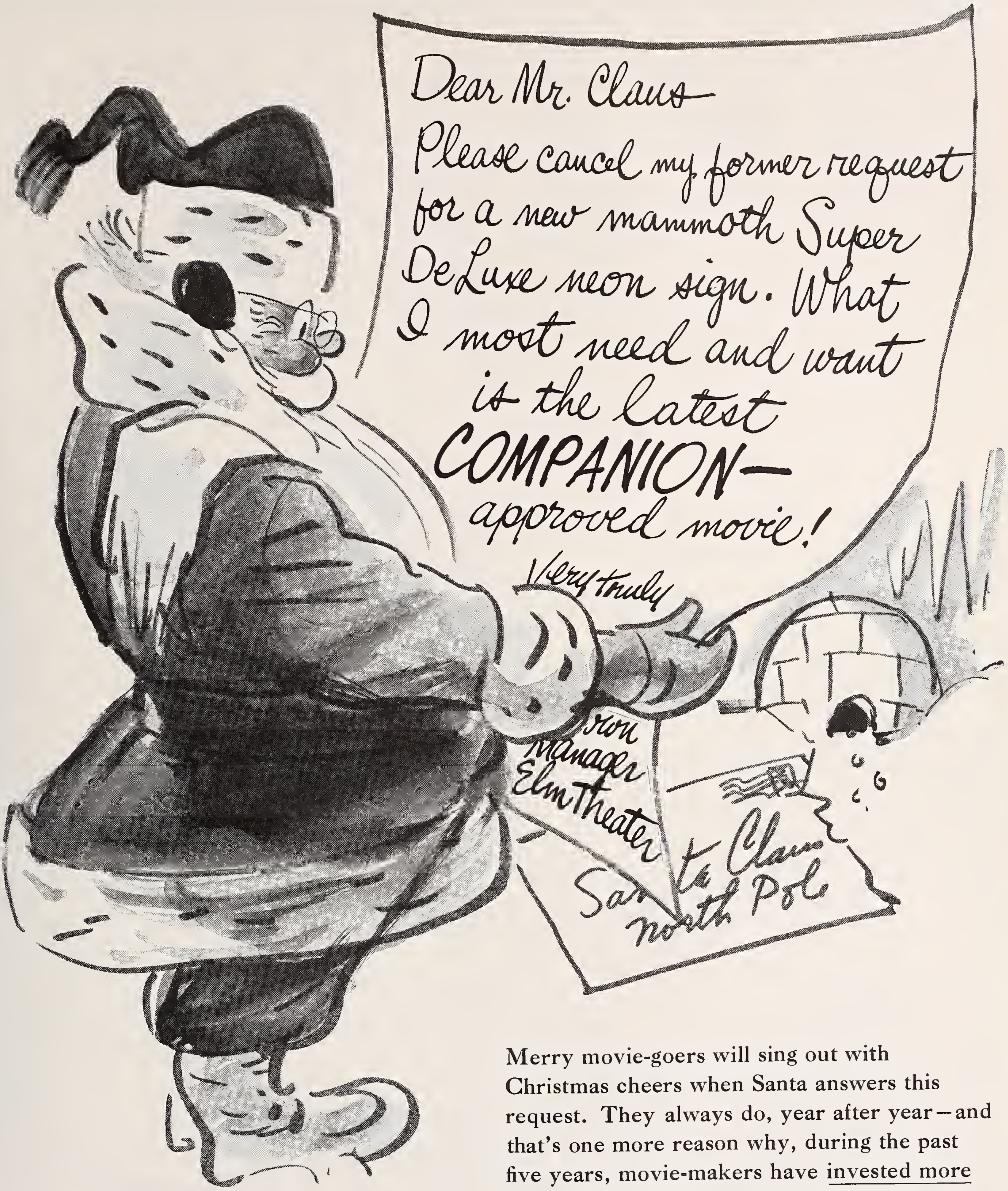
"We continue to read the Airmail Edition avidly."

The above brief extracts are from written statements by major executives of over two thousand important circuit theatres in our air mail zones!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Nov. 12	(Nov. Releases) HARRIET CRAIG Joan Crawford Wendell Corey D—94 min. (Rev. 10/27/50)		TWO WEEKS—WITH LOVE (Color) Jane Powell Ricardo Montalban MD—92 min. (Rev. 10/11/50)	(ALLIED ARTISTS) SOUTHSIDE 1-1000 Don DeFore Andrea King D—73 min. (Rev. 10/13/50)				(Nov. Releases) ALL ABOUT EVE Bette Davis Anne Baxter C-D—138 min. (Rev. 9/13/50)		(Nov. Releases) THE MILKMAN Donald O'Connor Jimmy Durante C—87 min. (Rev. 10/10/50)		HOLIDAY RHYTHM All-Star Cast Two versions, M—60 min. and 70 min. (Rev. 10/3/50) (Release 10/13/50)
Nov. 19	EMERGENCY WEDDING Larry Parks Barbara Hale C-D—78 min. (Rev. 11/10/50) PYGMY ISLAND Johnny Weismuller D—69 min. (Rev. 11/9/50)	ROGUE RIVER (Color) Rory Calhoun D			(Nov. Releases) TRIPOLI (Color) Maureen O'Hara John Payne D—95 min. (Rev. 10/6/50)			THE JACKPOT James Stewart Barbara Hale C—85 min. (Rev. 10/2/50)		DEPORTED Marta Toren Jeff Chandler D—88 min. (Rev. 10/20/50) KANSAS RAIDERS (Color) Audie Murphy Brian Donlevy O—80 min. (Rev. 11/9/50)	ROCKY MOUNTAIN Errol Flynn Patrice Wymore O—83 min. (Rev. 10/3/50)	
Nov. 26	THE BLAZING SUN Gene Autry O—70 min. (Rev. 11/9/50) THE TEXAN MEETS CALAMITY JANE (Color) O—71 min. (Rev. 10/18/50)	GOLDEN SALAMANDER Anouk Trevor Howard D—96 min.	KING SOLOMON'S MINES (Color) Deborah Kerr Stewart Granger D—105 min. (Rev. 9/26/50)	OUTLAW GOLD Johnny Mack Brown O	LET'S DANCE (Color) Betty Hutton Fred Astaire M—112 min. (Rev. 8/11/50)	RIO GRANDE John Wayne Maureen D'Hara O—105 min. (Rev. 11/2/50) NDRTH OF THE GREAT DIVIDE (Color) Roy Rogers O-67 min. (Rev. 11/24/50)	NEVER A DULL MOMENT Irene Dunne Fred MacMurray C—89 min. (Rev. 10/31/50)	TWD FLAGS WEST (Color) Joseph Cotten Linda Darnell D—92 min. (Rev. 10/10/50)		PRELUDE TD FAME Guy Rolfe Kathleen Byron D—77½ min. (Rev. 11/9/50)		BANDIT QUEEN Barbara Britton Willard Parker D—68 min. (Rev. 11/28/50) (Release: 12/22/50)
Dec. 3	CHAIN GANG Douglas Kennedy D—70 min. (Rev. 10/10/50)			FATHER'S WILD GAME Raymond Walburn C			WHERE DANGER LIVES Robert Mitchum Faith Domergue D—84 min. (Rev. 6/16/50)		(Gloria Films) THREE HUSBANDS Eve Arden Emlyn Williams C—78 min. (Rev. 11/9/50)		WEST POINT STORY James Cagney Virginia Mayo MC—107 min. (Rev. 11/14/50)	THREE DESPERATE MEN Preston Foster Virginia Grey D (Release: 1/12/51)
Dec. 10	(Dec. Releases) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min. (Rev. 12/4/50)	CATTLE QUEEN Maria Hart O	MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)	OUTLAWS OF TEXAS Whip Wilson O-58 min.	(Dec. Releases)	UNDER MEXICALI STARS Rex Allen O—67 min. (Rev. 11/29/50)	(Reissue) TARZAN AND THE AMAZONS Johnny Weissmuller D—76 min. (Rev. 3/20/45)	(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50)		(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50)		
Dec. 17	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50) THE TOUGHER THEY COME Preston Foster Wayne Morris D—69 min. (Rev. 11/21/50)			CALL OF THE KLDNDIKE Kirby Grant Chinook O	MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	THE MISSOURIANS Monte Hale O—60 min. (Rev. 11/29/50)	(Reissue) TARZAN AND THE LEOPARD WDMAN Johnny Weissmuller D—72 min. (Rev. 2/13/46)	FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C—92 min. (Rev. 12/1/50)		MYSTERY SUBMARINE Macdonald Carey Marta Toren D—78 min. (Rev. 11/24/50)	BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 24	LIGHTNING GUNS Charles Starrett Smiley Burnette O—55 min. (Rev. 12/7/50)	WHITE HEATHER Ray Milland Patricia Roc D		(ALLIED ARTISTS) SHORT GRASS Rod Cameron O—82 min. (Rev. 12/4/50)		TRAIL DF RDBIN HOOD (Color) Roy Rogers Penny Edwards O—67 min. (Rev. 12/14/50)						
Dec. 31	(Jan. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50)	(Jan. Releases) THE WICKED CITY Maria Montez Jean-Pierre Aumont D	PAGAN LOVE SONG (Color) Esther Williams Howard Keel MD	SIERRA PASSAGE Wayne Morris O—80 min. (Rev. 12/14/50)	(Jan. Releases) BRANDED (Color) Alan Ladd Mona Freeman O—95 min. (Rev. 11/15/50)	CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min. (Rev. 12/15/50)	VENDETTA Faith Domergue D—84 min. (Rev. 11/22/50)	(Jan. Releases) THE MUDLARK Irene Dunne D—99 min. (Rev. 11/27/50)		(Jan. Releases) FRENCHIE (Color) Joel McCrea Shelley Winters D—81 min. (Rev. 11/30/50)		
Jan. 7	THE FLYING MISSILE Glenn Ford Viveca Lindfors D STAGE TO TUCSON (Color) Rod Cameron Wayne Morris O—82 min. (Rev. 12/15/50	MR. UNIVERSE Jack Carson Bert Lahr C KOREA PATRDL Richard Emory Teri Duna D	WATCH THE BIRDIE Red Skelton C—70 min. (Rev. 11/24/50)	BLUE BLDDD (Color) Bill Williams Jane Nigh D	THE GOLDBERGS Gertrude Berg CD—83 min. (Rev. 11/24/50)		THE COMPANY SHE KEEPS Lizabeth Scott Dennis O'Keefe D	HALLS DF MDNTEZUMA (Color) Richard Widmark D—113 min. (Rev. 12/11/50)		HARVEY James Stewart Josephine Hull C—104 min. (Rev. 11/13/50)	DALLAS (Color) Gary Cooper Ruth Roman O—94 min. (Rev. 11/21/50)	
Jan. 14	GASOLINE ALLEY Scotty Beckett C GENE AUTRY AND THE MDUNTIES Gene Autry O	DLIVER TWIST Robert Newton Alec Guinness D THE SUN SETS AT DAWN Sally Parr Philip Shawn D—71 min. (Rev. 11/9/50)	GROUNDS FDR MARRIAGE Van Johnson Kathryn Grayson C-91 min. (Rev. 12/12/50)	COLORADO AMBUSH Johnny Mack Brown O	AT WAR WITH THE ARMY Dean Martin Jerry Lewis C—92 min. (Rev. 12/12/50)			THE MAN WHO CHEATED HIMSELF Lee J. Cobb Jane Wyatt D—81 min. (Rev. 12/18/50)		UNDER THE GUN Richard Conte Audrey Totter D—84 min. (Rev. 12/15/50)	HIGHWAY 301 Steve Cochran Virginia Grey D—83 min. (Rev. 11/28/50)	
Jan. 21	PRAIRIE ROUNDUP Charles Starrett Smiley Burnette O—53 min.		KIM (Color) Errol Flynn Dean Stockwell D—113 min. (Rev. 12/5/50)	BDWERY BATTALION Leo-Gorcey C			GAMBLING HOUSE Victor Mature Wm. Bendix D		(Rob't Stillman Prods.) SDUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)			

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)


Dear Mr. Claus—
Please cancel my former request for a new mammoth Super DeLuxe neon sign. What I most need and want is the latest COMPANION—approved movie!
Very truly
ron
Manager
Elm Theater
Sa ta Clau
north Pole

Merry movie-goers will sing out with Christmas cheers when Santa answers this request. They always do, year after year—and that's one more reason why, during the past five years, movie-makers have invested more money in the COMPANION than in any other monthly magazine*.

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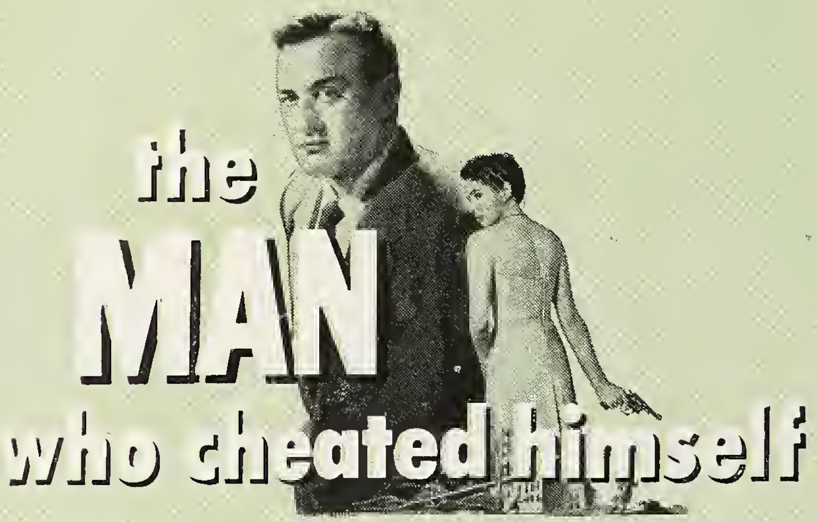
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who cheated himself

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The Magnificent Star of the Pulitzer Prize-winning Play "Death of a Salesman"
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From an original story by Seton I. Miller

THE POWERFUL AND UNIQUE STORY OF A MAN'S GREAT LOVE FOR THE WRONG KIND OF WOMAN!

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 118 NEW YORK, U.S. A., WEDNESDAY, DECEMBER 20, 1950 TEN CENTS

Predicts Wide Use of Theatre TV'd Football

Para's O'Brien Cites Test Potentialities

United Paramount Theatres' experiment with theatre telecasts of the "Big 10" football games last fall "established that exclusive theatre telecasts of top games have great drawing power in theatres," Robert H. O'Brien, UPT secretary-treasurer, declared here yesterday.

Robert O'Brien

As a result, "the growing acceptance of theatre television is indication that an expanded theatre TV setup for next year would definitely be in the public interest and would prove financially attractive to the universities and theatre exhibitors involved."

O'Brien cited the telecasts of the Il-

(*Continued on page 7*)

Average Theatre In U.S. Doubles Take in 10 Years

WASHINGTON, Dec. 19.—The average U. S. theatre doubled its receipts, including taxes, between 1939 and 1948, the U. S. Census Bureau reported here today. The Bureau made public key figures on exhibition gathered in the Census it took in 1949. All figures exclude drive-in and portable theatres.

U. S. theatres generally re-

(*Continued on page 6*)

Stern Sues Silverman Over Essaness Stock

CHICAGO, Dec. 19.—Emil Stern, ex-Essaness Theatres general manager, filed a $500,000 civil suit here in Federal Court against Essaness and its president, Edwin Silverman. The case was assigned to Judge Phillip Sullivan.

Stern, citing the provisions of the U. S. Security Exchange Act, claims

(*Continued on page 6*)

Peter Dana Is Promoted

Peter T. Dana has been advanced to the post of Eastern sales manager of Universal-International by Charles J. Feldman, domestic sales manager. Dana succeeds Feldman, who was promoted to his present post.

Peter T. Dana

Dana has held the post of U-I district manager, variously supervising the Albany, Buffalo, Cleveland, Detroit and Pittsburgh exchanges. He started wtih the company in 1930 as a salesman in Albany. Successive promotions made him branch manager in Al-

(*Continued on page 6*)

Price Freeze Issue Faces Film Industry

WASHINGTON, Dec. 19.—The motion picture industry has to make up its mind now whether or not to hold down prices even though it is exempt from the price control authority given the government in the Defense Production Act.

Late tonight, the Economic Stablization Agency asked business for a voluntary price freeze — generally around Dec. 1, levels, except for adjustments for increased costs since then. ESA backed up this request with the threat of mandatory price controls

(*Continued on page 6*)

$2,000,000 WAGE HIKE AT EXCHANGES

8 Companies and IATSE Agree on 2-Year Pact Covering 5,000 Workers

Belief that a wartime emergency wage-freeze order will be issued very shortly has prompted the IATSE and distributors to reach an agreement swiftly on new union contracts to cover some 5,000 film exchange employes in 32 exchange cities.

Thus, after negotiating here for the relatively short period of one month, IATSE representatives and a distributors' committee have agreed that the workers shall receive under new two-year contracts a $4-per-week, across-the-board wage increase which will increase the payroll cost of the eight companies involved by a total of over $1,000,000 a year.

It was expected yesterday that the new contracts will be signed this week, and that union representatives will enter negotiations immediately with the four remaining companies, which customarily accept as a pattern whatever agreement is reached by the eight companies. The eight are: Columbia,

(*Continued on page 7*)

NCA Seeks to Cut Wages of Operators

Minneapolis, Dec. 19.—A bid to operators to reopen contract negotiations with a view of securing a "substantial reduction in wages in line with declining grosses" at the box-office has been made by independent theatre owners of the Twin Cities.

"The request for reduced booth costs is in line with the action taken by the board of directors of North Central Allied calling on film companies to reduce film rentals," Stan Kane, NCA executive counsel stated. He requested the contract talks.

Ask Higher Levy In Eady Tax Plan

LONDON, Dec. 19.—The British Film Producers Association has suggested to the Exhibitors Association that the exhibitors' contribution to the Eady entertainment tax plan be increased from a farthing to a half-penny and that the plan itself be extended beyond the current year and made a permanent part of the industry's financial machinery.

An increase in the voluntary levy paid by exhibitors would have to be approved by the government. However, the CEA contends that the sug-

(*Continued on page 6*)

Warner, D. of J. Agree on Consent Decree; Set for Court Hearing Jan. 4

Washington, Dec. 19.—Warner Brothers and the Department of Justice have reached a final agreement on terms of a consent decree ending the 12-year old government anti-trust suit against the company, it was announced here today.

The decree will be presented to the Federal statutory court in New York for approval on Jan. 4, it was stated.

Terms of the decree are being withheld temporarily pending their preparation for submission to the court but it is expected the decree will follow closely the pattern set by the Paramount and RKO consent decrees. Divorcement of production-distribution from exhibition within a reasonable period and the divestiture of 30 to 40 theatres will be required. The Warner brothers have indicated they will dispose of their aggregate 25 per cent stock interest in the new theatre company and will remain with the new production-distribution company.

Phases of the decree are still awaiting approval of the Internal Revenue Bureau.

N. Y. Exhibitors Move Ahead on 'Co-op' Campaign

New York exhibition's cooperative effort to improve business at Metropolitan area box-offices advanced another step last night as 35 leading exhibitors, representing all independent and affiliated circuits here, met for the second time at the Hotel Astor.

Plans for a cooperative campaign on the promotional, institutional and community service levels, first suggested

(*Continued on page 7*)

$3-Million Rise in U-I Quarter Gross

Universal-International gross sales for the fiscal quarter ended Oct. 28, amounted to $16,450,000, it was reported here yesterday. This compares with $12,900,000 in gross sales for the corresponding period of 1949. Neither figure includes excise taxes and both were arrived at less discounts, returns and allowances.

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return to New York today after attending a regional bookers' meeting in Chicago.

•

Dore Schary, M-G-M vice-president in charge of production, will leave the Coast for New York today with his family and assistant, Walter Reilly. After several days here, he will leave for Florida.

•

Robert Flaherty, director of "Louisiana Story," will be the subject of a new book, "The World of Robert Flaherty," to be published in the fall of 1951 by Duell, Sloan and Pearce.

•

Sir Ernest Turnbull, head of Hoyts Theatres, Australia, has left San Francisco for home.

•

Tom L. Walker, special representative here of the Bank of America, has left New York for Hollywood for a series of business conferences.

•

Dan Fish, British producer, left here for Hollywood yesterday by plane.

•

Noah Dietrich, RKO Radio board chairman, has returned to the Coast from New York.

•

W. Arthur Irwin, chairman of the Canadian National Film Board, has married Patricia K. Page, one of Canada's leading poets.

Top FWC Officials To Attend Party

San Francisco, Dec. 19. — The Northern California annual Christmas session of Fox West Coast Theatres' executives will take place tomorrow at the St. Francis Hotel.

In addition to local personnel, it is expected Charles P. Skouras, George Bowser, John Bertero, H. C. Cox, Dick Dickson, John Lavery, Jim Dillon, Edwin Zabel, Cullen Espy, Irving Epsteen and O. A. Collins will be on hand from Southern California.

Johnny Hyde, 55, Wm. Morris Partner

Hollywood, Dec. 19.—Funeral services will be held here tomorrow at the Church of the Renaissance, Forest Lawn, for Johnny Hyde, 55, vice-president and partner of the William Morris Agency, who died yesterday at Cedars of Lebanon Hospital from a heart attack. His mother, four sons, two sisters and a brother survive.

Paramount Drops 2 More in the South

New Orleans, Dec. 19. — John Richards, son of E. V. Richards, is the general manager of Slidell Theatre Corp. which has acquired the Tudor and Globe theatres here from Paramount Gulf Theatres. Slidell will assume operation on Jan. 1.

Million Cameras to Promote 'Birdie'

Chicago, Dec. 19. — M-G-M has made arrangements with the Herbert-George Co. of Chicago for 1,000,000 novelty cameras designed to exploit "Watch the Birdie" and to be distributed nationally through chain and department stores. The campaign will begin in January; the film will open here in the same month.

Selling for $2.49 and aimed at the "Kiddie" trade, "Watch the Birdie" cameras have a little red bird on top in place of the usual range-finder.

Rank Tells Attlee To Help Producers

London, Dec. 19.—J. Arthur Rank, in a militant mood, told Prime Minister Clement Attlee and half his Cabinet Ministers at the 60th anniversary dinner of the National Association of Theatrical and Kine Employes here that unless the government amended its financial policy in regard to the film business, producers might just as well shut up shop.

Rank described the Treasury as a "sleeping partner" of the film business, which nevertheless took the lion's share of the spoils. "We are being throttled," he said.

Rank praised the help the government's Film Finance Corp. had given producers, but claimed it was not enough. He demanded that the £1,500,000 expected to accrue annually to producers be doubled. His speech, welcomed in trade quarters, was taken as an indication that Rank has at length decided to fight the government rather than woo it.

Attlee's only significant reference to the film business in his short speech was: "I have never got the hang of it."

IATSE's Richard Walsh, who was present from New York, gave NATKE's Tom O'Brien a gold life membership card in the IATSE.

Al Jolson Leaves $1-Million to Widow

Hollywood, Dec. 19.—Al Jolson left his widow, Erle Galbraith Jolson, a $1,000,000 trust fund with a provision that she be paid a minimum of $3,333 monthly.

This was disclosed in Jolson's will which was filed for probate in Superior Court. The famed entertainer died in San Francisco last Oct. 28 after returning from the Korean battlefront.

The will also provided for two trust funds of $500,000 each for the Jolson's adopted son, Asa, 2½, and for another child, Alecia, 18 months.

Bright Joins Transfilm

Frederick W. Bright, for the past four years in charge of visual aids at Metropolitan Life Insurance Co., has been appointed assistant sales manager of Transfilm, Inc.

'Harvey' Heart Show Held Here Tonight

The New York Heart Association will play host tonight at the world permiere of "Harvey," Universal-International.

The entire proceeds of the premiere, expected to reach $100,000, will be turned over to the Association's Louise Baer Memorial Fund. A check for the amount will be presented to Mrs. Vincent Impellitteri, general chairman of the Heart group, on the stage of the Astor Theatre following the showing of the film, as part of a program which will include personal appearances by a large roster of luminaries, including Burns and Allen, Eddie Cantor, Jimmy Durante, Josephine Hull, Gloria Swanson and others. Ed Sullivan will be master-of-ceremonies. Assisting Mrs. Impellitteri in arranging the benefit premiere are Jesse Block and Eve Sully, theatrical team, who are co-chairman for the event.

Mayor Accepts Bid To 'Montezuma' Bow

Yesterday at City Hall, Mayor Vincent Impellitteri accepted the first invitation to the world premiere of 20th Century-Fox's "Halls of Montezuma," to be held at the Roxy Theatre on Jan. 4. The Mayor called upon all citizens to attend the event, to be sponsored by the Marine Corps League and the U. S. Marine Corps for the benefit of families of Marines wounded in the Korea fighting.

Heading the delegation to the Mayor's office were co-chairmen Gertrude Lawrence and Basil Rathbone, while committee members present included the Duchess of Windsor, Mrs. Angier Biddle Duke, Elsa Maxwell, Mrs. William Randolph Hearst, Sr., Earl Wilson, columnist of the *New York Post*, Mrs. James A. Beck, Major Louis E. Wilson, Jr., Marine recruiting officer for New York, and Lt. Mary McDonald, U.S.M.C.R.

UA Associates Will Fete LeSieur Today

United Artists officers and employes and representatives of independent producers who have been associated with the company will hold a farewell party at the Hotel Warwick here this afternoon for Howard LeSieur who has resigned as UA advertising-publicity director to take a similar post at Eagle Lion Classics after Jan. 1.

Scheduled to attend are George J. Schaefer, John Hertz, Jr., Edward J. Peskay, Lowell Calvert, Arthur Kelly, Arthur Sachson, David E. Weshner, Monroe Greenthal, Fred Myers, William Dasheff, Paul N. Lazarus, Jr., and many others who have been associated with LeSieur during his 15 years with U. A.

Glasser Changes Dates

Hollywood, Dec. 19. — Bernard Glasser has changed the starting date for his first independent production, "Gold Raiders," from Jan. 4 to Dec. 26. Edward Bernds will direct.

Newsreel Parade

PRESIDENT TRUMAN'S proclamation of a national emergency and the evacuation at Hungnam of UN forces are current newsreel highlights. Complete contents follow:

MOVIETONE NEWS, No. 102—UN forces evacuate Hungnam. Dutch girl returned home. 3,000-year-old tomb uncovered. Red Cross poster for 1951 drive. Sp[illegible]

NEWS OF THE DAY, No. 2[illegible]-Beachhead war drama in Korea. President Truman proclaims national emergency. Acheson flies on defense mission. Dutch girl home after Singapore riot. New discovery in Egypt sands. Sports.

PARAMOUNT NEWS, No. 35—Acheson departs from Washington. General Eisenhower addresses Salvation Army. Vishinsky sails for home. General Wu calls a press conference. Korea: Battle of beachhead in full fury. National emergency.

TELENEWS DIGEST, No. 51-A—President Truman proclaims state of emergency. Korea: Fight to the sea.

UNIVERSAL NEWS, No. 414—No appeasement as President Truman puts nation on a war footing. Egyptian tomb. Bertha Hertog. Korea: UN forces hold on to beachhead.

WARNER PATHE NEWS, No. 37—Korea: Evacuation at Hungnam. Washington: Truman proclaims state of national emergency. Christmas 1950. Sports.

Services Tomorrow For W. P. Philips

Funeral services for William P. Philips, 68, lawyer, banker and director of 20th Century-Fox and the United Artists Theatre Circuit who died Monday night at the Roosevelt Hospital here, will be held tomorrow morning at 10 o'clock at St. James Episcopal Church here.

Philips was a vice-president of UATC until Aug., 1947, and participated in the formation of the organization in 1926. He had been a close business associate of Joseph M. Schenck, former UATC president, since 1926 and had been active in motion picture financial circles. A one-time partner of the banking firm of J. W. Seligman and Co., Philips had served as a director for a number of firms.

Jones Appoints Gallo

Appointment of Ray Gallo, equipment advertising manager of the *Better Theatres* section of *Motion Picture Herald*, as chairman of the Atlantic Coast section of the membership and subscription committee for SMPTE, has been announced by L. E. Jones of Neumade Products Corp., general chairman of the committee. Gallo replaces Allen Smith of National Theatre Supply, who is convalescing from an operation.

UPT's Weitman Honored

Robert M. Weitman, vice-president of United Paramount Theatres, last night received a citation of merit as co-chairman of the city-wide Cerebral Palsy Society of New York fund-raising drive. The award was made at the Copacabana, where more than 500 campaign workers attended.

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"The Magnificent Yankee" is now playing at the 4-Star Theatre in Los Angeles and will follow M-G-M's "Kim" at Radio City Music Hall.

A SINCERE INVITATION

On January 2nd, M-G-M will proudly Trade Show the most highly praised picture of the New Year "THE MAGNIFICENT YANKEE." We urge your attendance.

Following is only part of the chorus of praise that grows day by day:

"Best drama of the month. A rare and satisfying treat."—*Louella Parsons, Cosmopolitan* "Louis Calhern's performance ranks among the screen's greatest."—*Hedda Hopper, Nationally Syndicated Columnist* · "'The Magnificent Yankee' is just that—magnificent." —*Sheilah Graham, Nationally Syndicated Columnist* · "Louis Calhern repeats his fine stage performance." — *Good Housekeeping* · Winner of *Parents' Magazine* Medal. "More than satisfying."—*Modern Screen* · "Everyone's magnificent in 'The Magnificent Yankee'."—*Erskine Johnson, Nationally Syndicated Columnist* · "A picture of distinction, dignity and good taste."—*Motion Picture* · "Louis Calhern leading Academy Award contender."—*Louis Sobol, Nationally Syndicated Columnist.*

And unanimous trade paper acclaim is climaxed by this editorial observation by Red Kann in M.P. Daily: "Magnificent is the word for it. A film of genuine delights and of vast credit to the industry. It deserves an honorable reception and a prosperous career. It can have both in appreciative and diligent hands."

M-G-M presents "THE MAGNIFICENT YANKEE" starring Louis Calhern · Ann Harding · Written by Emmet Lavery Based on his play produced by Arthur Hopkins · Directed by JOHN STURGES · Produced by ARMAND DEUTSCH

★

M-G-M TRADE SHOWS "THE MAGNIFICENT YANKEE," JANUARY 2nd

ALBANY	20th-Fox Screen Room	1052 Broadway	1/2	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	1/2	2 P.M.
BOSTON	PREVIOUSLY TRADE SHOWN			
BUFFALO	20th-Fox Screen Room	290 Franklin Street	1/2	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1/2	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1/2	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	1/2	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	1/2	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	1/2	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	1/2	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1/2	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1/2	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1/2	10 A.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1/2	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	1/2	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	1/2	2 P.M.
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1/2	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	1/2	2 P.M.
NEW HAVEN	PREVIOUSLY TRADE SHOWN			
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1/2	1:30 P.M.
NEW YORK - N. J.	M-G-M Screen Room	630 Ninth Avenue	1/2	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1/2	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	1/2	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	1/2	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	1/2	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	1/2	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1/2	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1/2	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1/2	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	1/2	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N. W.	1/2	2 P.M.

HEADING YOUR WA

CALIFORNIA

with **JIM DAVIS · PETER MILES · CHAR**

Written by James Edward G

A REPUBLIC PICTUR

... FOR SOMETHING DIFFERENT IN ENTERTAINMENT!

FORREST
TUCKER ★ ADELE
MARA

Republic's Romantic Young Couple

PASSAGE

starring

ESTELITA **RODRIGUEZ**

MPER · BILL WILLIAMS and RHYS WILLIAMS · PAUL FIX

A ociate Producer-Director — JOSEPH KANE

R ublic Pictures Corporation — Herbert J. Yates, President

Wolf Inducts Variety Officers at 8 Tents

Marc J. Wolf, international chief barker of Variety Clubs, has embarked upon an extensive tour that will take him into eight Variety Club tents as honor guest to induct 1951 officers.

On Dec. 16, he was in Charlotte, and on Jan. 8 he will preside over the induction of officers and crew of the Philadelphia tent, in which he will be assisted by Chick Lewis, international press guy. On January 10, Wolf and Lewis will attend the New Haven tent induction when Herman Levy, general counsel for the TOA, takes over as chief barker.

Shortly after Jan. 15, Wolf will leave Indianapolis to officiate in San Francisco and Los Angeles to induct officers and crews in those tents and will then journey to Las Vegas, where he will present the charter and induct officers, crew and barkers of the new "baby" tent whose charter application was granted at the mid-year meeting in Pittsburgh, last October.

Review

"Pagan Love Song"

(Metro-Goldwyn-Mayer)

THE PICTURESQUE, tropical island of Tahiti provides the background for this diverting Technicolor confection from M-G-M. With Esther Williams heading the cast and Howard Keel, remembered for "Annie Get Your Gun," as her leading man, the musical drama shapes up as popular family fare.

The story moves along leisurely, interspersed with songs from Keel and Miss Williams. There also are several production numbers of size and scope, most of them centering around Miss William's aquatic ability. With these qualities, one scarcely will mind the fact that the story is not one of too much strength or originality.

Almost immediately upon arriving on the Pacific island to take possession of an inherited coconut plantation, Keel is attracted to Miss Williams, a half-American half-Tahitian. There is a little matter of mistaken identity which presently is cleared and in time the couple is on the way to matrimony. Unexpectedly, however, a misunderstanding breaks out and Miss Williams thinks Keel's a heel. Just as unexpectedly however, the couple is reunited and everything is tied together in a nice, bright bow in the finale.

There are running gags throughout and interesting displays of native customs and costumes. One of the customs is for natives with plenty of children to share them with those who have none. Thus Keel finds himself with a brood of three disarming youngsters.

Among others in the cast are Charles Mauu and Rita Moreno, as brother and sister housekeepers for Keel.

The whole of Arthur Freed's production is bathed in a lazy, enchanting atmosphere. Robert Alton directed, from a screenplay by Robert Nathan and Jerry Davis.

Running time, 76 minutes. General audience classification. Release date, Dec. 29.

MANDEL HERBSTMAN

Babb Sees Lack Of Showmanship

CHICAGO, Dec. 19.—"The lack of showmanship and selling has put the film industry in the mess its in today," Kroger Babb, president of Hallmark Productions, told his employees today at their sixth annual convention at the Stevens Hotel.

"However," he added, "we have no quarrel with this mess. We've done all right. And we'll do even better if we practice finer showmanship and salesmanship."

Babb had few kind words for the exhibitors of America, saying that too many of them expect Hollywood to turn out a picture, sell it for them, and give it to them for almost nothing. "Protection for the exhibitor began the day they stopped selling pictures," Babb said.

US
FURLOUGH
REST AREA
America's Funniest Comedy Team In Their Newest Hilarity Hit!

DEAN MARTIN and JERRY LEWIS in At War With The Army

Get In Touch With Your PARAMOUNT Branch Manager Now!

"Handsome Profit At Boxoffice!" —*Variety*

Price Freeze Issue

(Continued from page 1)

at December or lower levels if the ceilings were not observed voluntarily.

Naturally, this threat has no meaning for the film industry, since the law specifically frees admissions and rentals from control. ESA officials admitted they weren't sure whether they meant the voluntary freeze to apply to exempt industries, and that in any event they weren't too optimistic about it being observed by such industries. Nonetheless, for a public-relations conscious industry such as the motion picture industry the problem is very real.

Stern Sues

(Continued from page 1)

he was "wrongly and fraudently induced by the defendants to sell 250 shares of Essaness capital stock to the corporation for less than its fair value." He received $583,000 for the stock.

The plaintiff charges that in 1945 when the stock was sold, the defendants were, without his knowledge, carrying on negotiations for, and subsequently purchased, a substantial interest in the Oriental Theatre, thereby making the value of the stock worth more than what it was sold for.

Eady Tax Plan

(Continued from page 1)

gestion would necessitate raising admission prices a penny and it believes exhibitors are overwhelmingly opposed to an increase at this time. It believes, also, that any increase in prices would result in an increased cut for the Treasury in the entertainment tax.

Dana Is Promoted

(Continued from page 1)

bany in 1935, Buffalo in 1938, and in Pittsburgh in 1940. In 1946 he was named district manager. Dana will move from his present office in Pittsburgh to the home office.

U.S. Reports

(Continued from page 1)

ported receipts including taxes of $1,569,000,000 in 1948, a 133 per cent jump over the 1939 figure of $673,000,000, the Bureau reported. Total number of theatres increased 17 per cent—from 15,115 in 1939 to 17,689 in 1948, said the Bureau. Averaged out, individual [illegible]tres doubled their dollar volume, with the average theatre taking $88,693 in 1948, against $44,528 in 1939.

The Bureau said increases in dollar volume of receipts were reported in every state, and a larger number of theatres were recorded in most states. Iowa, Montana, Maine, Idaho, Nebraska, Minnesota and Vermont were among states with from one to 48 fewer theatres.

Employment in theatres increased from 128,857 to 181,322 for the work-week ended nearest to Nov. 15 in each census year. The total annual payroll in theatres rose from $132,000,000 in 1939 to $295,000,000 in 1948, with the average annual wage increasing from $1,021 to $1,625.

Largest Receipts

The largest increases in receipts were reported by theatres in Florida (251 per cent), Alabama (208 per cent), and Arkansas (205 per cent). The Bureau said that Mississippi, Arkansas and Alabama led the nation in the number of theatres for 1948 over 1939, reporting increases of 69, 68 and 58 per cent respectively.

New York, California, Pennsylvania and Illinois accounted for 25 per cent of the number of establishments of the entire country, against 26 per cent a decade earlier; 39 per cent of dollar volume, a slight drop from the 41 per cent accounted for by these four states in 1939; and 42 per cent of the payroll, the same percentage as the earlier year. Each state had receipts of over $100,000,000 in 1948.

New York had the most theatres in 1948—1,241. Texas was close behind with 1,224, followed by Pennsylvania with 1,134, California with 1,060 and Illinois with 903.

On the basis of 1948 receipts, New York again ranked first with receipts, including taxes, of $237,108,000. California was second with $151,840,000, Pennsylvania, third, with $114,611,000 and Illinois, fourth, with $110,988,000.

Additional data may be issued later breaking the figures down by cities.

Slate Pension Talks

HOLLYWOOD, Dec. 19.—Proposals for the establishment of a pension fund and a group-insurance plan to be administered by a joint commission, representing labor and management, are tentatively scheduled for discussion by major studio and AFL Film Council negotiators Jan. 3, according to Council chairman Roy Brewer.

FOR QUALITY OF WORKMANSHIP
Look For This Label
PHOTOGRAPHED BY MEMBERS OF LOCAL 644

N.Y. Meet

(*Continued from page* 1)

at a similar meeting held last week on the initiative of Fred J. Schwartz, Century Theatres executive, were discussed in specific detail, it is understood.

Next step will be to take the project to the two local exhibitor organizations, the Independent Theatre Owners A[illegible]iation and the Metropolitan Motio[illegible]icture Theatres Association, for approval and activation. The MMPTA board is slated to meet today, and the ITOA tomorrow.

The sessions, which are scheduled to continue, have been hailed by exhibitors as "a realistic attempt" to solve problems facing all exhibitors. It is understood that many of the executives hope that the current get-togethers will lead to cooperative action on other fronts.

Among these the question of theatre television is reported to hold a high place, with some leading theatre men said to be advocating joint efforts in procuring theatre TV equipment at a lower cost and a study of the feasibility of securing exclusive telecasting rights to certain sports events.

Link Crosby's 20th Year to 'Mr. Music'

Paramount is distributing 5,000 promotion manuals which celebrate Bing Crosby's 20th anniversary in show business and get "Mr. Music" off to a flying start, according to Max E. Youngstein, vice-president in charge of national advertising, publicity-exploitation.

Predicts TV'd Football

(*Continued from page* 1)

linois-Ohio State and Illinois-Northwestern games as a good measure of the theatre television box office potential.

"Both of these games played to SRO at the Balaban and Katz State-Lake Theatre in Chicago's Loop, and to near capacity crowds in Chicago's South Side Tivoli Theatre," he said. "Thousands of people, enough to fill one or perhaps even two more Loop houses, were turned away from the State-Lake, which posted 'Sold Out' signs before noon. Furthermore, when the full films of the Illinois-Ohio State game were shown in a Peoria theatre on the Thanksgiving after the game, public interest was so great that the films had to be held over for two more days. If football films can pack a theatre days after the game has been played, it is easy to imagine what game time telecasts can do."

Over the season, attendance at the three houses partaking in the experiment was far above normal, O'Brien continued. Exclusive football telecasts added $1,100 per game to the average Tivoli Saturday matinee gross, and over $700 per matinee for the State-Lake and Detroit's Michigan theatre.

Next year O'Brien anticipates that grosses could be much higher. He expects that there will be even wider public recognition of theatre TV as more theatre TV shows are programmed over the season. Next year, moreover, there is likely to be more extensive cable and relay facilities which would permit pickups of out-of-town games.

"Costs of the experiment were far in excess of gross revenues," O'Brien admitted, "but this was expected in view of the experimental nature and the limited scope of the experiment. Next year, however, operating on an expanded basis, which would permit the prorating of fixed line and pickup charges, costs could be brought down to a point which would make this medium economically feasible for schools and exhibitors alike."

He emphasized that an expanded theatre TV network could be targeted and controlled so as to minimize the effect of television on attendance at "live" games, both at those games telecast and other games within the TV reception area. O'Brien affirmed his belief that theatre television is the answer for those universities and promoters who would seek to use television in a way that is compatible with the continued welfare of the present athletic structure.

Wage Hike

(*Continued from page* 1)

Loew's, Paramount, RKO Radio, Republic, 20th Century-Fox, Universal-International and Warner. The four which have yet to negotiate are Eagle Lion Classics, Monogram, National Screen Service and United Artists.

The eight pacts which are agreed upon will be retroactive to Dec. 1, the date when the previous two-year contracts expired. The swiftness with which an agreement was reached in current negotiations is emphasized by the fact that the negotiations two years ago ran over a period of five months and were marked by deadlocks and strike threats. It is understood that there were no indications of deadlock during the current talks.

Joseph E. McMahon of Republic was chairman of the distributors' negotiating committee, and Thomas J. Shea, assistant to "IA" international president Richard F. Walsh, was chairman of the union group.

The negotiations two years ago resulted in a general salary increase which averaged $4.50 per week per employe and established a new minimum of $34 per week. Under the new agreement the minimum automatically rises to $38. The workers included in the agreement are both front office and back room exchange employes.

Patricia Neal Contract

HOLLYWOOD, Dec. 19.—Patricia Neal has signed a seven-year, non-exclusive contract with 20th Century-Fox calling for one film annually with an option for a second.

King, Korea Casualty

COLUMBUS, O., Dec. 19.—Pvt. Ralph King, formerly of Loew's Ohio, was killed in action in Korea. He was the first Marine reservist from Columbus to be a casualty in that war.

Mary A. Pulver, 58

PORTLAND, Dec. 19.—Mary A. Pulver, 58, pioneer exhibitor, has died in Lewiston, Idaho, according to word received here by friends in the industry.

NEVER BEFORE—— SO MUCH HORROR UNDER ONE ROOF..!

HOUSE OF FRANKENSTEIN and HOUSE OF DRACULA

A Realart RE-RELEASE

and these tried and true Box-Office personalities

BORIS KARLOFF · LON CHANEY
JOHN CARRADINE · LIONEL ATWILL
GLENN STRANGE · J. CARROLL NAISH

and many others for THRILLS and CHILLS!

WOLF MAN! FRANKENSTEIN'S MONSTER! MAD DOCTOR! DRACULA! HUNCHBACK!

NEVER BEFORE... SO MUCH BUSINESS FOR YOUR THEATRE!!!

A FIVE-PLY HORROR COMBINATION THAT IS JINGLING AT THE BOX-OFFICE WITH TOP GROSSES EVERYWHERE

Boston
New Haven
Bridgeport
Hartford
Worcester
Buffalo
Albany
Syracuse
Rochester
Niagara Falls
Troy
Peoria
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Indianapolis
Terre Haute
Cleveland
Toledo
Lima
Phoenix
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San Antonio
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Fort Worth
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New Orleans
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Minneapolis
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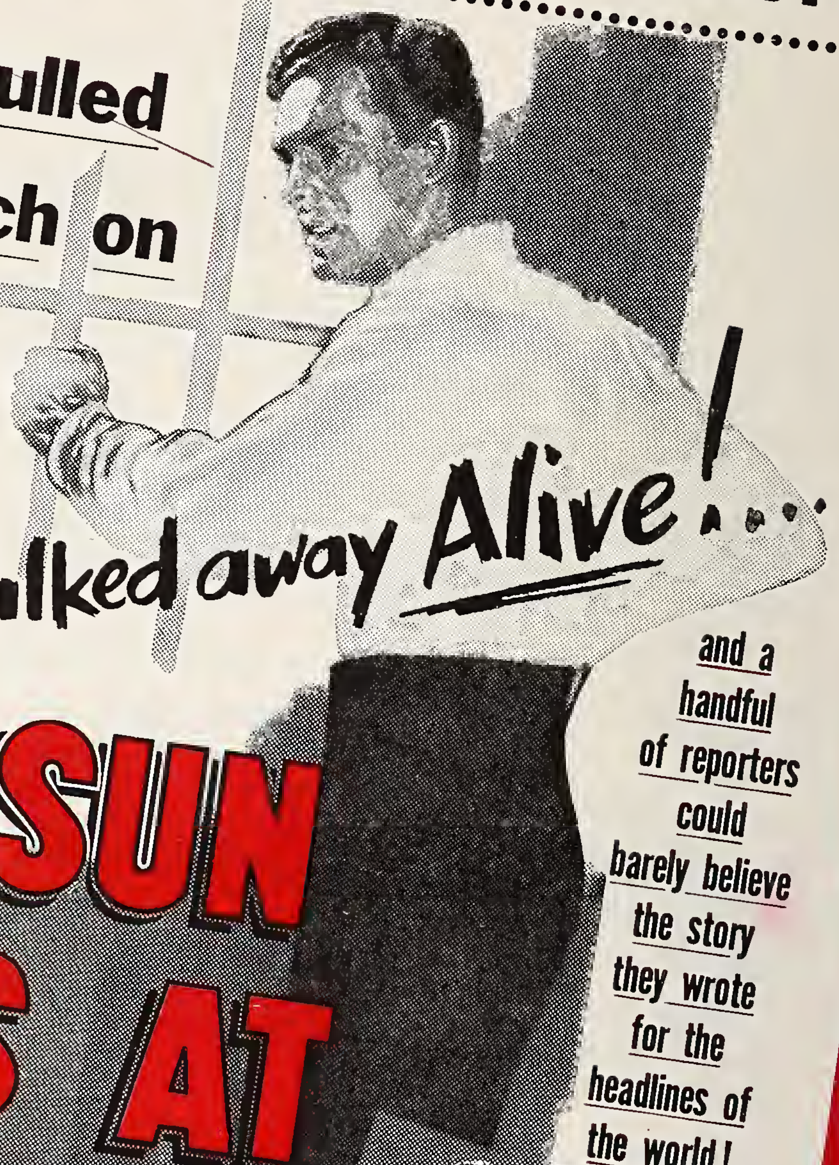
AVAILABLE AT Realart EXCHANGES EVERYWHERE

VARIETY ...'Sun Sets' Hot 22G in Boston!

Paramount . . . Nifty!
Fenway. . . . . . . Robust!

The "Parrot's" signature... six shots fired so rapidly they echo as one!

SAVAGE FICTION! BASED ON FACT!



They pulled the switch on Convict X22002

but he walked away Alive!...

and a handful of reporters could barely believe the story they wrote for the headlines of the world!

THE SUN SETS AT DAWN

SALLY PARR · introducing PHILIP SHAWN
Two new faces—destined for stardom
with WALTER REED · LEE FREDERICKS · HOUSLEY STEVENSON · CHARLES ARNT · Produced by HELEN H. RATHVON and PAUL H. SLOANE · Written and Directed by PAUL H. SLOANE

WINNER OF COSMOPOLITAN CITATION OF THE MONTH

An EAGLE LION CLASSICS Release

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL NO. 119 NEW YORK, U. S. A., THURSDAY, DECEMBER 21, 1950 TEN CENTS

UA Action on Grinieff Plan By Next Week

Pickford, Chaplin Reply To Involve Management

A blueprint whereby United Artists could, it is said, be returned to a sound financial footing and once again distribute a large volume of independently-produced product at a high turn-over rate is due to be passed upon by Charles Chaplin and Mary Pickford by the end of the year.

The 'blueprint," so termed by its designer, Jacques Grinieff, foreign film distributor, was represented to Chaplin and Miss Pickford as a completely reliable plan to revive UA.

Declining to give the details of his plan until after the UA owners have completely assayed its possibilities, Grinieff did reveal yesterday that one of its salient provisions is for a change in the company's management. Grinieff has recommended to Chaplin and Miss Pickford an individual who, under the plan, could best serve as UA president.

Emphasizing that he is "not 'anti' anybody," Grinieff said it was necessary to point out however that the

(*Continued on poge 2*)

Col. Jacksonville Branch Opens Jan. 1

In a move designed to give the exhibitors of Florida and Southern Georgia better service, Columbia will open on Jan. 1 a branch office in Jacksonville, Florida, it was announced here yesterday by A. Montague, general sales manager. This will be the company's 32nd domestic exchange and it will be located at 11 North Ocean Street. Shipping and in-

(*Continued on poge 4*)

Ampa Will Be Host To Santa Claus

Scores of industry firms have donated gifts for distribution at the annual Christmas Party today of the Associated Motion Picture Advertisers. The event will take place at the Piccadilly Hotel here.

Entertainment will be provided by motion picture and radio stars, according to Harry McWilliams, AMPA president. The annual Christmas Party is one of the top social events on AMPA's calendar.

Asks NPA Ban On Color TV

WASHINGTON, Dec. 20.—A group of appliance wholesalers today demanded that the government put an immediate end to production of color television equipment.

The group, one of the advisory committees to the National Production Authority, said such action was needed to conserve scarce materials and manpower.

NPA officials would not comment on the proposal. NPA could stop production from a conservation point of view regardless of what stand the Federal Communications Commission might take from a communications viewpoint.

The specific advisory committee resolution urged that all production for color TV be postponed "until such time as materials and components shall be in safe and adequate supply."

Youngstein Names 3 'Brotherhood' Aides

The list of exchange-area publicity chairmen was completed yesterday with the acceptance by three industry executives of "Brotherhood Week" posts in Charlotte, Cincinnati and Kansas City, it was announced by Max E. Youngstein, chairman of advertising and publicity for the drive of the National Conference of Christians and Jews.

The new chairmen are: Everett Olson, Paramount, Charlotte; Nathan Wise, RKO, Cincinnati; Howard Burkhardt, Loew's Midland, Kansas City.

CALL COMPO MEET FOR JAN. 11-12

Hope to Resolve TOA's Board Proposals, Plan War Activities, Events

A meeting of the executive board of the Council of Motion Picture Organizations was called yesterday by Ned E. Depinet, COMPO president, for Jan. 11 and 12 at the Astor Hotel here to discuss the Theatre Owners of America's proposals for enlarging its representation on the COMPO board and to plan the war activities of the all-industry organization.

As reported by *Motion Picture Daily* last Tuesday, the TOA proposals call for the designation of a director to the COMPO board, with voting rights, by every one of the regional units affiliated with TOA which desires to have such COMPO representation in addition to the COMPO director and alternate designated by their national organization.

Also, as reported here previously, the proposal would be applicable to all other members of COMPO.

A basis for resolving the objections of other members of COMPO to the

(*Continued on page 4*)

Martin & Lewis Set For 2 with Wallis

Hal Wallis Productions will put another Dean Martin and Jerry Lewis picture, "The Stooge," before the cameras soon, Joseph H. Hazen, vice-president, reported yesterday following his return here from a Coast visit.

The Martin & Lewis team, voted the top "Stars of Tomorrow" by the nation's exhibitors in *Motion Picture Herald*'s annual poll, are now working in the Hal Wallis production of "That's My Boy." Writers are now at work on the script of "The China

(*Continued on poge 2*)

Senate Approves Excess Profits Bill

WASHINGTON, Dec. 20.—The Senate today passed the excess profits tax bill and Congressional leaders began talking of having it at the White House by the end of the week.

The bill as passed is much as reported by the Finance Committee, including the provisions on blocked funds and divorcement companies. Officials of the Motion Picture Association of America said, after a study of these provisions, that they were "pretty well satisfied."

One last-minute change on the Sen-

(*Continued on page 2*)

Five-Man Group to Promote Box-Office Business Here

A five-man committee has been set up to start work on a New York exchange area campaign to promote better business at theatre box-offices, following the discussions held here at two meetings attended by leading Metropolitan exhibitors.

The committee, comprised of Max A. Cohen, S. H. Fabian, Edward N. Rugoff, Fred J. Schwartz and Joseph R. Vogel, has been authorized to form various other committees which will be needed as exhibition mobilizes for the campaign.

The first step, it is understood, will be to select for action some of the multitude of suggestions aired at the previous meetings, both of which last-

(*Continued on poge 2*)

Miller Named Head Of Basil Booking

BUFFALO, Dec. 20.—Richard Miller has been appointed head film booker of Basil Community Theatres, by Constantine J. Basil, president of the circuit. The theatres to be serviced by Miller are the Apollo, Victoria, Genesee, Colvin, Broadway, Roxy, Varsity, Strand and LaSalle.

Miller, well known in local theatre circles, has been employed by Basil Brothers in various capacities for 13 years. He has managed the Victoria, Varsity, Roxy and Genesee, and prior to that, was associated with other local theatres.

Stage Is Set for Ned Depinet Drive

RKO Radio's 1951 "Ned Depinet Drive" home office contingent has returned to New York after completing the first round of preliminary meetings in behalf of the company's 14th annual sales drive embracing all exchanges in the United States and Canada.

Heading the contingent were Walter Branson, Western division sales manager; Nat Levy, Eastern division

(*Continued on page 4*)

Crosby Trailer to Exhibitors Gratis

Paramount has completed and is offering free to exhibitors a special trailer commemorating Bing Crosby's 20th anniversary as a star, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

The trailer, which runs for about 50 feet, invites theatregoers to participate in the nationwide salute to Crosby and offers them a chance to win an all-expense-paid trip to Hollywood as Bing's guest.

Personal Mention

WILLIAM F. RODGERS, M-G-M sales vice-president, will leave here tomorrow for a Florida vacation.

•

TED R. GAMBLE, president of Gamble Enterprises, will leave here today for Portland, Ore., where he will spend the Christmas-New Year holidays.

•

JOSEPH VASCO, manager of the Newington Theatre, Newington, Conn., has resigned to join the staff of Aeriotec Corp., Torrington, Conn., an industrial concern.

•

BEN GOETZ, head of M-G-M's British production, is scheduled to arrive here Saturday from London and will proceed to the Coast.

•

JOHN BOWEN, M-G-M New York district manager, has gone to Miami where he is recuperating from a recent illness.

•

HENRY D. BOEHM, advertising manager of the State Theatre, Hartford, is observing his 12th year in that post.

•

MAURICE N. WOLF, of M-G-M's exhibitor relations staff, spoke this week before the Lions Club at Little Falls, N. Y.

•

DORE SCHARY, M-G-M studio vice-president, will arrive here Saturday from the Coast.

•

WALTER E. BRANSON, Western sales manager of RKO Radio, has returned here from Los Angeles.

Loew's Boston Reelects

BOSTON, Dec. 20.—Stockholders of Loew's Boston Theatres have elected the following officers and board of directors: Nicholas M. Schenck, president; Charles C. Moskowitz, vice-president and treasurer; Leopold Friedman, vice-president, and secretary; Joseph R. Vogel, vice-president; Charles Kurtzman, clerk. They will also serve as directors of the company, plus Charles W. Pike.

Profits Tax Bill

(*Continued from page* 1)

ate floor would help television companies, especially by further easing the so-called growth formula. House-Senate Tax Committee members were slated to meet tomorrow to work out a compromise bill. If they finish tomorrow, the final conference bill might be at the White House Friday night or Saturday.

Martin & Lewis

(*Continued from page* 1)

Story," the title of which may be changed to "Peiping Express." Wallis will soon have that before the cameras also.

Robert Rosson is preparing "Son and Stranger" for Hal Wallis Ford.

'Sunset Boulevard' Named Tops of 1950

"Sunset Boulevard" was designated the best American picture of 1950 by the Committee on Exceptional Films of the National Board of Review. The Board is a non-profit organization, founded in 1909.

The ten American pictures chosen as the best of 1950 by the Board are: 1. "Sunset Boulevard"; 2. "All About Eve"; 3. "The Asphalt Jungle"; 4. "The Men"; 5. "Edge of Doom"; 6. "Twelve O'Clock High"; 7. "Panic in the Streets"; 8. "Cyrano de Bergerac"; 9. "No Way Out"; 10. "Stage Fright."

The five foreign pictures chosen are: 1. "The Titan"; 2. "Tight Little Island"; 3. "The Third Man"; 4. "Kind Hearts and Coronets"; 5. "Paris 1900."

The committee deemed the performances of Gloria Swanson in "Sunset Boulevard" and Alec Guinness in "Kind Hearts and Coronets" to be the best acting of 1950. John Huston was named the best director of 1950. He directed "Asphalt Jungle."

'Goldberg' to Open Goldman Acquisition

PHILADELPHIA Dec. 20.—World premiere of Paramount's "The Goldbergs," on Saturday at Midtown Theatre in Philadelphia will mark the addition of this completely refurbished house to the William Goldman Circuit.

Festivities began today with the arrival here of Gertrude Berg and other member of "The Goldberg" cast. Saturday's opening of Paramount's film version of the popular radio and television program will climax the dedication of Philadelphia's "Gay White Way," the new name for this city's theatrical area.

CBS Demands Staff Loyalty Oaths

Twenty-five hundred regular employes of the Columbia Broadcasting System including radio and television performers, have been asked to sign the same type of loyalty statements required of applicants for civil service jobs in the Federal government.

At the same time, the network announced institution of its own security measures to prevent sabotage of equipment.

Five-Man Group

(*Continued from page* 1)

ed for hours. As the campaign takes form, others will be called upon to carry out the plans.

Both local exhibitor organizations are said to look upon the projected campaign with favor. The board of the Metropolitan Motion Picture Theatres Association met at the St. Moritz yesterday where it is understood a preliminary report was made. The Independent Theatre Owners Association will hold its regular membership meeting today at the Astor Hotel, and the campaign is expected to come up for discussion.

Music Hall to Open At 7:30 Mornings

To accommodate holiday audiences, Radio City Music Hall will schedule extra performances of its Christmas show with its doors opened daily on Tuesday, Dec. 26, through Friday, Dec. 29 at 7:30 A.M.

Nine M-G-M Writers Signed by Schary

Before leaving Hollywood for New York yesterday, Dore Schary, M-G-M production vice-president, completed signing nine screen writers to term contracts. The deals were all arranged within the last two weeks.

The writers signed are: Albert Hackett, Frances Goodrich, Leonard Spiegelgass, Karl Tunberg, William Bowers, Frank Fenton, Ruth Brooks Flippen, Jerry Davis and Helen Deutsch. In addition to these, two other writers, Sidney Sheldon and George Wells, have been given new contracts placing them in the writer-producer status.

'Yankee' Glitters In Coast Opening

HOLLYWOOD, Dec. 20.—With more than 100 Hollywood stars in attendance, M-G-M's "The Magnificent Yankee" was launched here last night at the Four Star Theatre with a glittering premiere. Fifteen hundred bleacherites and standees jammed Wilshire Boulevard for the event, which was aired over KFWB and KMGM.

The picture, which will be released nationally in February, starts its pre-release engagement at the Four Star tomorrow in order to qualify for Academy Award honors.

Praises Charles Skouras

HOLLYWOOD, Dec. 20.—The Most Reverend Archbishop Michael, head of the North and South American Greek Orthodox Church, characterized Charles P. Skouras as "the greatest living Greek-American in the United States today" in a luncheon ceremony yesterday at the Ambassador Hotel. Archbishop Michael praised the National Theatres president for work both in the motion picture industry and in public affairs.

Public Officials at 'Montezuma' Bow

Mayor Vincent R. Impellitteri and Senators Irving M. Ives and James E. Murray will be among the city, state and Federal officials attending the invitational world premiere of "Halls of Montezuma," 20th Century-Fox Technicolor film, at the Roxy Theatre here on the night of Jan. 4, the Marine Corps League, Metropolitan Welfare Distri[illegible] New York Detachment 1, announces.

The detachment, in cooperation with the U. S. Marine Corps, is sponsoring the performance. Contributions to the League in connection with the premiere will be distributed to families and dependents of American Marine casualties of the Korean combat zone.

Winikus Resigns as U. A. Ad Manager

Francis M. Winikus, United Artists advertising manager, yesterday announced his resignation from the company.

Previous reports that Winikus would join Eagle Lion Classics in company with Howard LeSieur were erroneous. LeSieur has resigned as UA advertising-publicity director to become advertising-publicity director of ELC, effective Jan. 2.

Grinieff Plan

(*Continued from page* 1)

present company management could not possibly fit into the arrangement which he has presented to the UA owners, with the exception of Paul V. McNutt as UA board chairman.

The foreign film distributor said that if his plan is accepted he is prepared to offer Chaplin and Miss Pickford another plan whereby Grinieff would handle a significant portion of the company's overseas distribution operations.

Grinieff returned here from the Coast recently where he conferred with Chaplin and his attorney Lloyd Wright as well as with attorneys for Miss Pickford. He said he was confident the owners would accept the proposals made.

Slate 'Charlie' for U. K.

LONDON, Dec. 20.—Warner announces that it will produce the Broadway stage show, "Where's Charlie?" here next summer.

11 hrs. 30 min.
AMERICAN to LOS ANGELES
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. Midnight—Ar. 8:30 a.m.

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BREAKTHROUGH ☆ **WEST POINT STORY** ☆ **DALLAS**

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and! and!!

CAPTAIN HORATIO HORNBLOWER

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GREGORY PECK · VIRGINIA MAYO

WB

Large Audience at 'Harvey' Premiere

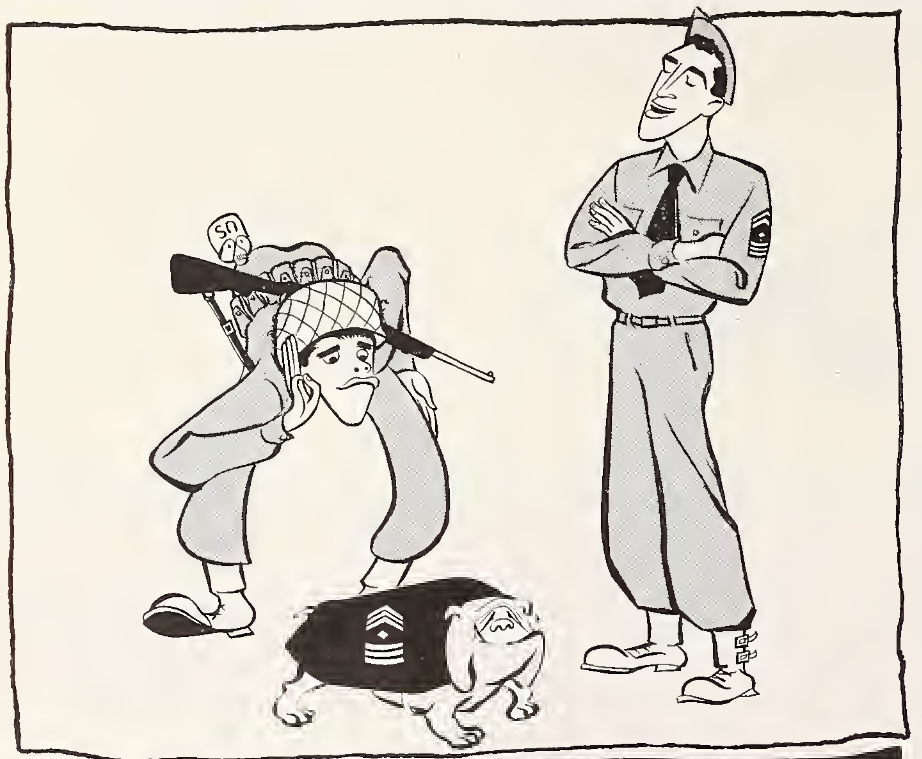
A capacity audience attended the invitational world premiere of Universal-International's "Harvey" last night at the Astor Theatre. Entire proceeds went to the Louise Baer Memorial Fund of the New York Heart Association. Mrs. Vincent Impellitteri, general chairman of the association, was in charge.

Those attending included Mayor and Mrs. Vincent Impellitteri, the Duke and Duchess of Windsor, Sophie Tucker, Charles Coburn, Buddy Rogers and Mary Pickford, Mr. and Mrs. Benny Fields, Ceil Chapman, Nanette Fabray and a number of motion picture industry officials including Nate J. Blumberg, U-I president; Alfred E. Daff, vice-president and head of world sales for the company, and Robert W. Dowling, president of the City Investment Corp., which turned over the theatre to the N. Y. Heart Association for the benefit performance.

Martin Starr, radio commentator, greeted the celebrities as they entered the theatre.

Hal Roach to Open Dancing Schools

HOLLYWOOD, Dec. 20.—Plans for opening a nationwide chain of studios for "the purpose of both catering to the artistic pursuits of children" and to comb the nation for talent, have been announced by Hal E. Roach, originator and creator of "Our Gang Comedies," and other films.



America's Funniest Comedy Team In Their Newest Hilarity Hit!
DEAN MARTIN and JERRY LEWIS
in
At War With The Army
Get In Touch With Your PARAMOUNT Branch Manager Now!

"One of the best comedies in ten years!"
—The Independent

Reviews

"Hunt the Man Down"

(RKO Radio)

THE efforts of a public defender to free a man wrongly convicted of murder forms the dramatic basis of "Hunt the Man Down." In one sense the picture is very appropriately named, for it is a long and tortuous hunt before the real culprit is found. It turns out, however, that the killer is not a man, but a woman. The picture is modestly made but has sufficient excitement.

James Anderson plays the victim of injustice who escapes after his trial and is finally picked up again 12 years later. Impoverished, he is given a public defender, Gig Young, by the court. There is little to go on, but Young starts out with mere fragments of clues and slowly builds and constructs until he finally nails down the real murderer. In the process there are several underworld attempts on the lives of involved persons, all executed in formula fashion. Lynn Roberts, as the girl in love with Anderson, provides the romantic angle. Others in the cast include Carla Balenda and Cleo Moore. Lewis J. Rachmil produced and George Archainbaud directed, from the screenplay by DeVallon Scott.

Running time, 68 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

"Buckaroo Sheriff of Texas"

(Republic)

REPUBLIC is making another bid for the juvenile Western fan trade with this first of a new adventure series starring a pair of child players, Michael Chapin and Eilene Janssen. "Small fry" of both sexes can readily identify themselves with Michael, the "Buckaroo Sheriff," and his playmate, Eilene, who is equally at home in the saddle. It should rate near the top with the youngsters.

Michael's father, Steve Pendleton, returns from the Civil War to find his Texas ranch in the hands of outlaws and his father, James Bell, powerless to enforce law and order as sheriff. Pendleton's efforts to develop bauxite ore found on the ranch are opposed by the outlaws, led by Tristam Coffin, who torture and kill Pendleton and kidnap both youngsters. Bell and Hugh O'Brian, a gun-shooting magazine writer, manage to clean up the situation with the aid of the youngsters and an explosion that buries the bad bunch in an old mine. Alice Kelley provides feminine interest and William Haade is effective as the outlaw strong-arm man. Philip Ford directed and the story was written by Arthur Orloff.

Running time, 60 minutes. General audience classification. Release date, Jan. 31.

VAUGHAN O'BRIEN

New RKO Firms Face 134 Suits

The new RKO picture and theatre companies, to be launched Jan. 1 as a result of the government's anti-trust decree, will have a total of 134 civil actions pending in the courts, it was revealed in organizational papers filed by the parent company.

The picture company will be co-defendant in 109 distribution cases, mostly of an injunctive nature, along with other distribution companies. The theatre company, along with other circuits and distributors, will face 25 suits. Among the latter is Eagle Lion Classics' $15,000,000 suit charging conspiracy to virtually exclude independent product from the New York market.

The theatre company suits ask damages totaling $71,279,500 but the company statement points out that many will be settled with no cash consideration or for only a fraction of the original damages demanded.

New Col. Branch

(*Continued from page* 1)

spection will be handled through National Film Service, also located in Jacksonville.

Branch manager for the new exchange will be Paul Hargette, who joined Columbia in 1946 as a salesman in the Charlotte branch, the position he leaves to assume his new duties in Jacksonville. The new branch will be under the supervision of R. J. Ingram, Southeastern division manager, who makes his headquarters in Atlanta.

Compo Meet

(*Continued from page* 1)

TOA proposals has been advanced, as reported last Tuesday, and will be up for formal consideration at the COMPO board meeting next month.

Allied States, the primary objector to the TOA program, reportedly has agreed to consider the proposal and presumably will convass its board of directors prior to the January COMPO board meeting, although no final action by Allied is likely until after the February meeting of Allied directors in Washington.

Gamble Points Out

As a basis for its proposals, TOA's COMPO participation committee, of which Ted R. Gamble is chairman, pointed out that TOA "is made up of a number of representative state and regional units, having complete autonomy, covering every section of the country. In order to enlist the widest possible support of these organizations to membership in COMPO, the TOA committee recommends that each of these units be given the same voting rights and privileges as each present charter member of COMPO. It is assumed," the TOA proposal adds, "that all other members of COMPO would be given this same consideration on an equitable basis."

TOA has approximately 22 affiliated units, Allied States about 20.

Covering its second point, the TOA proposal states: "It has been the understanding of TOA members that the principal objective for which COMPO was formed was to enlist on a national basis all of the members of the industry to improve its public relations. We would like an understanding that any departure from the purpose for which COMPO was formed would take place only with the unanimous consent of the board."

In issuing the call for the meeting Depinet said both he and Gamble were hopeful that a satisfactory agreement on the proposals would be reached.

The January board meeting also is expected to discuss plans for advancing such COMPO projects, already approved, as the star-makers' contest, a film festival and a motion picture exposition.

Ned Depinet Drive

(*Continued from page* 1)

sales manager; Charles Boasberg, North-South sales manager; Sid Kramer, short subjects sales manager, and Mike Poller, assistant to Robert Mochrie. Their respective assistants, Frank Drumm, Harry Gittleson and Carl Peppercorn also made the trip.

The division managers met with the respective district managers and sales forces in each exchange to set plans to launch the annual campaign.

The drive, as announced by sales vice-president Mochrie, covers a 27-week period, from Dec. 22 to June 28.

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Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs

How she fares depends on him...

WHAT the laboratory superintendent does is highly important to star . . . director . . . and movie-goer.

For his is the responsibility of providing release prints that meet the producer's specifications . . . and satisfy, at the same time, the requirements of the exhibitors.

Through his picture sense . . . his broad knowledge of photochemistry and the mechanics of processing, his precise control of printing density and contrast . . . he can bring out the best in every film, make the star's voice and presence more effective, help protect her popularity with her audience.

Critical work—this; but done all the more easily and efficiently by the laboratory superintendent and his staff, because of the quality and reliability they find in the famous family of Eastman motion picture films.

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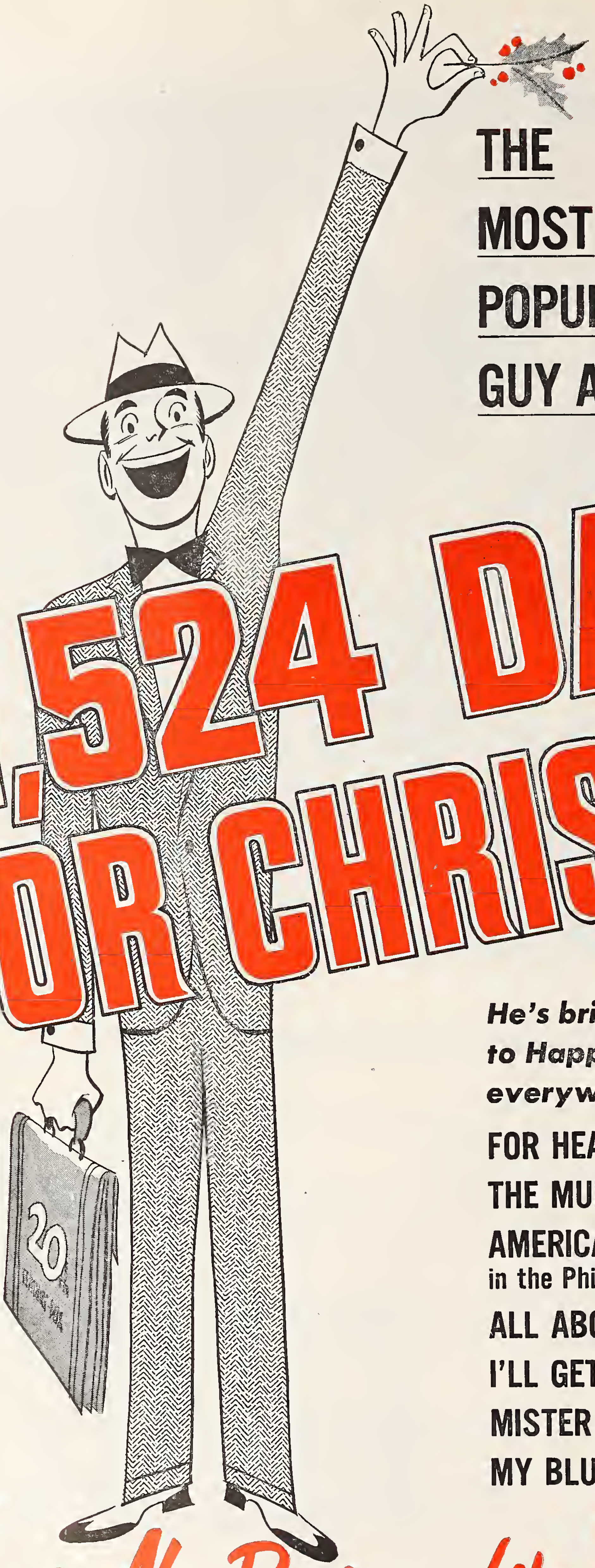

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MOTION PICTURE ASSOC. OF
AMERICA,
28 WEST 44TH ST.,
NEW YORK 18,
N. Y. (2 COPIES)

VOL NO. 120 NEW YORK, U. S. A., FRIDAY, DECEMBER 22, 1950 TEN CENTS

Pacts Setting Locations of Theatres Out

Court Dismisses Kass Suit vs. Stanley Co.

WASHINGTON, Dec. 21. — The Court of Appeals here today threw out a $100,000 damage suit brought by the Kass Realty Co., Inc., against the Stanley Co. of America and K-B Amusement Co. The unanimous opinion in effect held that it is a violation of the anti-trust laws for two competing exhibitors to agree to fix the location of another theatre in the same area.

Kass contended that Stanley and K-B, in forming a partnership in 1945 to own and operate the MacArthur Theatre, had promised to designate jointly a

(*Continued on page 4*)

Legionnaires Cite Industry; Freeman Promises Support

HOLLYWOOD, Dec. 21.—American Legionnaires "in all parts of the nation" are "deeply impressed by the motion picture industry's friendship and are aware that the industry stands, with the Legion, as a tremendous force for the perpetuation of our rights and freedoms," Legion past national commander John R. Quinn

(*Continued on page 4*)

Theatre TV L. A. Bow on Wednesday

Los Angeles, Dec. 21.—Large-screen theatre television will have its first public showing in Los Angeles next Wednesday night when Sherril Corwin will present a "sneak" preview for the press of his RCA equipment at the Orpheum Theatre. The regular screen and stage program will be interrupted for the purpose.

The program to be used for the occasion has not been determined.

MPIC Approves Industry Plan to Aid U. S.; State Dept. Requests Four

Hollywood, Dec. 21.—Formal approval of the Motion Picture Industry Council's blueprint for industry cooperation with the United States Government on the production of informational and training films was voted by MPIC constituent organizations at a meeting here last night.

Meanwhile, it was revealed at the meeting that actual implementation of the plan is underway, with a bid by the State Department's film section for three writers and a director to go to Germany to work for three months under the office of the High Commissioner to Germany, John McCloy.

Writers Sheridan Gibney, Walter Reisch, Gina Kaus and director Gunther von Frisch have indicated they will respond to the call. They will work on films to be produced for exhibition in Germany.

Final approval of the MPIC blueprint followed the earlier completion of minor modifications recommended at the recent Council of Motion Picture Organizations' conference at Washington. Copies of the completed plan have been dispatched to the White House and to Government agencies.

Art Arthur and Roy Brewer will represent the MPIC at the January COMPO meeting in New York.

Weitman's 'Plan of Action' For Industry's Troubles

An even greater return to showmanship, more better pictures, more honest advertising, and smarter motion picture merchandising—these, in the opinion of showman Robert Weitman, are the basic necessities needed for the solution of many of the industry's problems.

Robert Weitman

Reporting to United Paramount Theatres' president Leonard Goldenson, Weitman, who is vice-president of that circuit, also pin-pointed the potential and real impact of television on the affairs of the motion picture. "The fact is plain,"

(*Continued on page 4*)

Pay Cuts Restored To Spitz, Goetz

HOLLYWOOD, Dec. 21.—Salary cuts voluntarily taken by ranking Universal executives in 1948 have been restored to William Goetz, production head, Leo Spitz, studio executive, and to Edward Muhl, studio vice-president and general manager.

Restoration of the cuts returns Goetz's salary to $260,000 annually; Spitz's to $104,000 annually, the amounts called for in their contracts, and Muhl's to $52,000 annually. The cuts they accepted in 1948 reportedly ranged from 25 to 50 per cent.

The action is regarded as indicative of Universal's improved earnings position for 1950. The company's fiscal year ended last Oct. 26, and the annual report, to be issued late next month,

(*Continued on page 4*)

Matthew Fox Quits 'U' Board Post

Matthew Fox has resigned as a member of Universal Pictures' board of directors and as chairman of the board of United World Films, Inc., a subsidiary of Universal. The resignations are effective on Jan. 1.

Fox asked to be relieved of these duties because of demands made upon

(*Continued on page 4*)

Loew's Sets Holiday Shows for Children

As part of its continuing drive to increase children's attendance, Loew's Theatres in New York City and throughout the country are holding special holiday kiddie shows over the Christmas-New Year week. In New York neighborhood houses, some 55 special shows are scheduled. Outside

(*Continued on page 3*)

Para. to Buy Up 500,000 More Shares

Sets $15-Million Loan With Prudential Co.

Paramount Pictures has made arrangements to purchase on the open market between today and Jan. 19 a total of 500,000 shares of its own common stock at $21.50 per share.

Barney Balaban, company president, yesterday sent to stockholders a letter advising that the Paramount board at a meeting yesterday morning authorized the placing of a bid on the New York Stock Exchange today to purchase the shares for retirement. The stock closed at 21⅜ on the Ex-

(*Continued on page 4*)

First Year Profit For Para. May Reach $7-Million

Earnings for the fourth quarter of the new Paramount Pictures Company's first year "will be greater than that of any one of the prior three quarters," Barney Balaban, company president, has informed stockholders in a letter mailed yesterday. The fiscal year will end Dec. 31.

This would indicate that the first

(*Continued on page 4*)

Film Offices Here Close Early Today

Early pre-Christmas closings will be the rule today at film company home offices with 1:00 P. M. the prevailing time for bringing in the Yuletide season. Closing at one are Columbia, Eagle Lion Classics, M-G-M, Monogram, Paramount, RKO, Republic, Universal - International, Warner and the Motion Picture Association of America. Twentieth Century-Fox and United Artists will close at 12:30.

Broadway Runs Plan Extra Holiday Shows

Most Broadway first-runs will have extra holiday shows beginning Tuesday and continuing through New Year's.

Radio City Music Hall will again open its doors at eight A.M. tomorrow, as it did last Saturday, and will resume the early openings on Tuesday. The Roxy will open at nine A.M. on Tuesday; other houses featuring stage shows will also open early.

Some straight film theatres will juggle schedules at both ends to provide an extra show each day. Closing time at many theatres will be dictated by business, with preparations for late shows if demand warrants them. Customary holiday prices will prevail.

Skouras Distributes $176,000 at Party

HOLLYWOOD, Dec. 21.—Bonuses and group insurance dividends totaling $176,000 were distributed to Fox West Coast employes by Charles P. Skouras at the organization's annual luncheon meeting today at the Ambassador Hotel.

Skouras, National Theatres president, reported that an additional $126,500 had been paid through the group insurance plan to the wives and families of eleven employes who had died during the year. He told the meeting that FWC grosses for 1950 were 20 per cent lower than in 1949, due chiefly to television, and went on to say FWC does not intend to fight television, but will utilize it in promotion and ultimately in theatres.

Year-End Bonuses From 3 Companies

Three major film companies will give year-end bonuses. Paramount employes earning up to $100 a week will receive one week's salary, up to a maximum of $50; 20th Century-Fox will give $50 to those earning up to $75 per week. Warner employes will also receive bonuses.

20th-Fox to Host Family Club Today

A Christmas party for 20th Century-Fox's home office staff and the staffs of the Roxy Theatre, Movietone News and New York exchange personnel, all members of the 20th Century-Fox Family Club, will be held today at the City Center Casino. The affair will include a buffet luncheon.

Several other companies will hold employee parties at their home offices, including Columbia, Eagle Lion Classics, Monogram, Paramount, Warner and the Motion Picture Association of America.

No Paper Monday

Motion Picture Daily **will not be published on Monday, Christmas Day, a legal holiday.**

Personal Mention

EARL J. HUDSON, president of United Detroit Theatres, has been named chairman of the entertainment committee for the birthday festival to be celebrated by the city of Detroit this coming summer.

•

GIUSEPPE VASATURO, Italian motion picture producer, MARLENE DIETRICH, NORMA SHEARER, ALLAN JONES and his actress wife, IRENE HERVEY, and DAVID FARRAR arrived here from England yesterday aboard the *S. S. Queen Elizabeth.*

•

DOUGLAS AMOS, Hartford division manager for Lockwood-Gordon-Rosen Theatres, is due back in Connecticut shortly from a Florida vacation.

•

ROBERT HOLLAND, manager of the Shaw Hayden Theatre, Cleveland, was married recently to RUTH NEWMAN of Akron.

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram and Allied Artists, has left Los Angeles for New York for a series of business conferences.

•

ELMER F. LUX, general manager of Darnell Theatres and 1950 chief barker of the Buffalo Variety Club, has been appointed theatre division chairman for the 1951 March of Dimes campaign in Buffalo.

•

JERRY ALBERT, advertising-publicity director of Universal Pictures' United World Films subsidiary, has left here for California. He is scheduled to return on Jan. 1.

•

JOCK LAWRENCE was in Washington yesterday from New York.

•

VAN HEFLIN is due here from the Coast for TV performances.

200 Celebrate Yule At AMPA Luncheon

The Associated Motion Picture Advertisers yesterday celebrated the Christmas holiday with customary gaiety at a luncheon-meeting at the Hotel Piccadilly here. Some 200 members and guests attended. Approximately as many gifts were distributed as door prizes, and one of the entertainment highlights was a recital by Metropolitan Opera tenor Eugene Conley.

Harry McWilliams, AMPA president, was master-of-ceremonies. Others on the dais were actress Jane Harvey, Marjorie Harker, Lige Brien and Winifred Heid.

BBC Plans Big TV Expansion to 1953

LONDON, Dec. 21.—The British Broadcasting Corp. has placed orders for three sets of color television equipment with different firms at a cost of between £500,000 and £750,000. The equipment will be used experimentally.

The BBC plans to devote 60 per cent of its available capital to television, which will amount to £4,250,000 in the three years from 1950 to 1953. Sir William Haley, BBC director-general, said he does not believe that rearmament will prevent completion of five high-power transmitters by June, 1952. He estimated licensed sets will number 1,575,000 by April, 1953. There are now 555,000.

Extend Will Rogers Drive to Jan. 7

The motion picture industry's Christmas "salute" to the Will Rogers Memorial Hospital drive has been extended through Jan. 7, to provide ample time for all volunteers to make a thorough coverage of their areas, Nicholas J. Matsoukas, national campaign director, has announced.

He added that early reports of the drive are "most encouraging," with certain areas of the country doing "an outstanding job."

Maltz, Lawson, Six Others Seek Parole

WASHINGTON, Dec. 21.—Mrs. Albert Maltz and Mrs. John Howard Lawson today presented to the Parole Board a petition on behalf of 17 prominent Americans asking that the board reconsider its decision to deny parole to eight of the "Hollywood Ten" who are currently serving sentences for contempt of Congress.

The chairman of the board, which last month denied parole to the eight, said that their request would be taken under consideration. Two of the ten, Herbert Biberman and Edward Dmytryk, have already been granted parole.

It was also understood here that the eight had applied for a Presidential pardon.

Exhibit to Herald 'Montezuma' Bow

A special lobby display based on actual material and exhibits in the possession of the United States Marine Corps will be set up at the Roxy Theatre here starting next week to herald the world premiere of 20th Century-Fox's "Halls of Montezuma" on Jan. 4. The Corps will have a guard Marine on duty to explain the various weapons to patrons viewing the display.

The premiere of "Halls of Montezuma" is being sponsored by the Corps and the Marine Corps League for the benefit of families of war-wounded Marines in the Korean campaign.

Odeon Again Defers Dividend Action

LONDON, Dec. 21.—Odeon Theatres has announced that it will postpone consideration of payment of the dividend due Dec. 31 on its preferred stock until results of the current financial year to June, 1951, are available.

A similar decision was made last June in respect of the payment due June 30. The dividend is now in arrears as of July 1, 1949.

Sees 50% Cutback In Video Output

A forecast that television receiver production will probably be reduced 50 per cent by the middle of 1951 comes from James D. Secrest, general manager of the Radio-Television Manufacturers Association.

The prediction follows the disclosure that the government will award $5,000,000,000 in contracts for electronic equipment for the Armed Forces in 1951. The Association considers the 50 per cent cutback the most optimistic estimate possible, Secrest said.

He also expressed surprise at the amount of contracts the government now will place in 1951. The last figure given tentatively by the government to the Association was $1,000,000,000 less, he said.

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., agreed with Secrest that a 50 per cent cutback in the last six months of next year is almost inevitable.

From TV to War Work

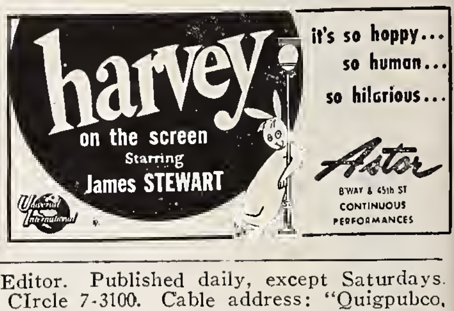
BOSTON, Dec. 21.—The Woodcraft Corp., in Turners Falls, Mass., makers of cabinets for television and radio receivers, has laid off 100 cabinet workers, it was announced. The company will go in for defense work in the near future.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Mr. Music
A Paramount Picture starring
BING CROSBY · NANCY OLSON
CHARLES COBURN · RUTH HUSSEY
Guest Stars
GROUCHO MARX · DOROTHY KIRSTEN
PEGGY LEE · THE MERRY MACS
IN PERSON
LOUIS PRIMA and his ORCH.
plus "KEELY" SMITH
plus SHIRLEY VAN
Extra
JAN MURRAY
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Belvedere's Back!
FOR HEAVEN'S SAKE
Starring
CLIFTON WEBB
20th CENTURY-FOX
ROXY 7th Ave. & 50th St.
Doors Open 10:30 A.M.
On the STAGE and ICE
The Gala Annual Roxy "CHRISTMAS EXTRAVAGANZA"
A Joyous Revue of Mirth and Music
Plus a Glorious Spectacle
"Ave Maria"



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on the screen
Starring
James STEWART
Universal International
it's so happy...
so human...
so hilarious...
Astor
B'WAY & 45th ST
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Coast Production Drops; 35 Filming

HOLLYWOOD, Dec. 21.—The production index dropped seven points this week, for a total of 35 pictures in work. Five new pictures were started while 12 were completed.

Started were: "Fingerprints Don't Lie," Lippert; "No Questions Asked" and "Love Is Better Than Ever," Metro-Goldwyn-Mayer; "The Lion Hunters" (Bomba Series), Monogram; "Fighting U. S. Coast Guard," Republic.

Completed were: "Whirlwind" (Gen[illegible]try Productions), "Magic Carpe[illegible] [illegible]Criminal Lawyer" and "My True Story," Columbia; "Vanishing Outpost," "Thundering Trail" and "The Frontier Phantom" (all Western Adventure films), "The Belle of Naples" (William Szekely Productions), Independent; "Mask of the Dragon," Lippert; "Excuse My Dust," Metro-Goldwyn-Mayer; "Insurance Investigator," Republic; "The Story of Folsom," Warner.

IATSE Pact Calls For Severance Pay

For the first time since the IATSE many years ago established union contracts covering front office and back room workers at exchanges across the country, the distributors have agreed to include clauses providing for severance pay.

This new provision will be embodied in the contracts which the union will sign shortly with Columbia, Loew's, Paramount, RKO Radio, Republic, 20th Century-Fox, Universal-International, Warner and National Screen Service, "IA" headquarters here reported. Details of severance pay clauses are being worked out now.

As reported in MOTION PICTURE DAILY Wednesday, the new contracts, which will replace those which expired Dec. 1, will provide for a $4-per-week, across-the-board pay increase for 5,000 employes in 32 exchange cities, and will result in a total additional payroll cost to the employers of over $1,000,000 a year, for the two-year term of the pacts.

Three More Theatres For Capital Negroes

WASHINGTON, Dec. 21.—Three theatres here now operating on a policy excluding Negroes will shortly be operated as houses intended primarily for Negro audiences.

Warner is reported to have sold its York and Home theatres to District Theatres, which will use the two houses as part of its chain catering primarily to Negroes. Louis Bernheimer Theatres is understood to be ready to close its Academy Theatre here, and to reopen it shortly under the same or different management primarily as a Negro audience theatre.

Films For Vet Patients

ALBANY, Dec. 21.—The 1,000 bed veterans hospital which will be opened here next April will stage regular motion picture shows for its patients and will bring films to the bedside for those unable to get out, Dr. W. W. Fellows, director, said in a radio interview tonight. It is understood that the local Variety Club has a program of cooperation planned.

Review

"Gambling House"

(RKO Radio)

VICTOR MATURE resumes the role of an underworld lone wolf, steeped with the cynicism of a man always out for a "fast buck," in this Warren Duff production that also manages to put across a message on Americanism. The son of Italian immigrants, Mature has acquired a good-sized criminal dossier by the time he agrees to stand trial for William Bendix, a New York gambling overlord who kills a "sucker" in a floating dice game. Mature beats the charge but is picked up by Federal men for deportation and taken to Ellis Island. There he meets Terry Moore, pretty socialite, who is engaged in helping displaced persons settle in the U. S., and for the first time he begins to appreciate the boon of being an American.

The ensuing screenplay, written by Marvin Borowsky and Allen Rivkin, has Mature struggling to remain in America and yet determined to keep Bendix from double-crossing him. Taut direction by Ted Tetzlaff keeps excitement high during the main action, but some audiences may become restive as Miss Moore preaches her sermons on good citizenship. More effective are the Ellis Island shots and the scenes of a Polish family turned back because of the death of its sponsor. They play a part in the regeneration of Mature, who eventually wins the right to stay in the U. S.

Exhibitors looking for straight melodrama will find the film satisfying as Mature and Bendix lock horns in typical gangster fashion. When Bendix tries to welsh on his promise to pay Mature $50,000 for standing trial in the murder case, Mature collects with a gun at one of Bendix's gambling places. Later, when a judge has given Mature another chance to become a citizen, Mature is cooped in a room as Bendix's gunmen scour the city for him. In a novel denouement, Mature talks the gunmen into shooting Bendix instead, and he walks away, presumably to marry Miss Moore and to become a good citizen.

The film benefits greatly from the photography, directed by Harry J. Wild, much of the footage is shot in New York. The supporting cast includes Zachary A. Charles, Basil Ruysdael, Donald Randolph, Damian O'Flynn, Cleo Moore, Ann Doran, Eleanor Audley, Don Haggerty and Gloria Winters, a little charmer as Miss Moore's kid sister .

Running time, 80 minutes. General audience classification. Release date, Jan. 20.

VAUGHN O'BRIEN

CBS Denies Offer To Sell Color TV

A denial that Columbia Broadcasting ever offered to sell its color television system to the Admiral Corp. for $3,000,000 has been issued by Frank Stanton, president of CBS.

The denial was said to be in answer to a statement made at a luncheon speech in Chicago by Ross D. Siragusa, president of Admiral, in which he said that Stanton made the offer in 1949.

Cleveland Houses Ask Union Pay Cut

CLEVELAND, Dec. 21. — Because of the box-office slump here in neighborhood theatres, theatremen have asked the AFL Motion Picture Operators and Stage Hands Union to take an immediate 25 per cent cut in pay.

The union has been in conference with representatives of the Cleveland Motion Picture Exhibitors Association, which represents about 100 film houses, regarding the association's bid for a pay reduction.

Shows for Children

(*Continued from page* 1)

of New York, Loew's first-run situations, there will be 28 kiddie shows.

A total of some 193,500 children will be entertained at these shows, it was estimated. Many thousands of underprivileged children will attend as guests of neighboring merchants, Parent-Teacher organizations, political clubs, Police Leagues and other groups to whom the theatre managements have sold blocks of tickets.

In discussing the problem of children's business, a Leow's executive revealed yesterday that kiddies' attendance in a recent 10-week period showed a gratifying increase over the same period last year, with the attractions being just about comparable in juvenile appeal.

Now They Want to Restrict Deliveries

Detroit, Dec. 21.—A new ordinance introduced in the Common Council may restrict the delivery of films during certain hours of the day.

The law is aimed at relieving traffic congestion on downtown Detroit's main traffic arteries during rush hours.

Films' Status Same Sans Marshall Aid

The British-U. S. agreement suspending further Marshall Plan aid to the U. K., effective Jan. 1, is not expected to have any measurable effect on the tenor of Anglo-American film import-export relations in the foreseeable future, according to a Motion Picture Association of America spokesman here.

Whether, after Oct., 1951, the date of the present Anglo-American film agreement will terminate, there will be changes manifest was a subject of conjecture. The important factor in this connection will be Britain's ability to maintain its economic position.

Ben J. Sallows, 62

ALLIANCE, Neb., Dec. 21.—Funeral services were held here for Ben J. Sallows, 62, who died after a two-month illness. He formerly owned the two theatres here and for almost 40 years was a local publisher.

America's Funniest Comedy Team In Their Newest Hilarity Hit!
DEAN MARTIN and JERRY LEWIS
in
At War With The Army
Get In Touch With Your PARAMOUNT Branch Manager Now!
"It's a howl!" —*Showmen's Trade Review*

Para. Stock

(*Continued from page 1*)

change last night, having risen 1⅛ points in the day's trading.

In the same communiction Balaban reported that the company has consummated a 15-year loan of $15,000,000 from The Prudential Insurance Co. of America at an interest rate of 3⅛ per cent. The company may prepay all or part of the loan by Dec. 1, 1951, without payment of any premium. Acquistion of the 500,000 shares of stock will cost $10,750,000.

The company for some time past has been following the policy of acquiring shares of its own stock for retirement, Balaban reminded. He said the current bid will be subject to withdrawal at any time and will, in any event, be withdrawn at the close of business on Jan. 19 or such earlier date when the company has acquired 500,000 shares.

Letter to Stockholders

"If you wish to take advantage of this bid," the letter to the stockholders stated, "it is suggested that you place an order in the usual way to sell your shares promptly on or after Dec. 22, 1950." Balaban pointed out that the stock sold at 20¼ per share on the New York Stock Exchange at the close of the market on Wednesday.

The company is required to make payments of $150,000 each quarter commencing March 1, 1951, and may, under certain conditions, prepay all or any portion of it prior to Dec. 1, 1951, without payment of any premium. The borrower may, under certain conditions, also make optional prepayments, in some cases without premium and in other cases with premium of one, two or three per cent of the principal amount prepaid.

At present there are 2,615,000 Paramount common shares outstanding. Already 614,000 have been retired in pursuance of the company's acquisition policy.

Paramount Profit

(*Continued from page 1*)

year's net will be between $6,000,000 and $7,000,000. Earnings for the first nine months totaled $4,571,000, broken down as follows: first quarter, $1,441,000; second, $1,385,000, and third, $1,745,000.

Balaban said it is because of "certain occurrences during the fourth quarter, principally a dividend paid by subsidiary Allen B. DuMont Laboratories, and the payment of funds hitherto blocked by certain foreign governments," that the increase will be registered for the final quarter.

"We must anticipate, however," he admonished, "that increased Federal income taxes may limit the company's ability to retain the full benefit of earnings resulting from improved business."

United Paramount Theatres, the former Paramount exhibition division, this week estimated its earnings for the first 11 months of its separate operation at $11,560,000.

Commenting on progress being made by Chromatic Television Laboratories, Inc., in which Paramount owns 50 per cent, Balaban said "we believe, however, that the prospects for color television in general are, for the immediate future, complicated by litigation and the prospect of shortages of critical materials. Chromatic is working on the development of a direct-view tube for color television.

Review

"Double Deal"

(*RKO Radio*)

MADE without pretension, "Double Deal" recounts a tale of skullduggery on an oil field, as well as other criminal excitement. Much of it proceeds like a pulp thriller and with the lack of logic, motivation, and cohesion so characteristic of some, such thrillers, it should not be oversold to the discriminating. Richard Denning is an attractive hero, and Fay Baker as a villainess has some suavity and conviction. They are the best of a cast which struggles against its script. James T. Vaughn produced and Abby Berlin directed.

The story has Denning a roving oil field engineer involved on his entrance into Richfield, Oklahoma, in a complicated plot, the essence of which is hatred between Fay Baker and her brother, Carelton Young. She is attempting to foil his efforts to bring in an oil well. Denning is enlisted by Young and Marie Windsor, and succeeds in his mission, even winning Miss Windsor. This is after several attacks by thugs, a frameup for murder, the murders of Young, Miss Baker, and her chief stooge, James Griffith, and after Taylor Holmes, a crackpot attorney, at first the friend of Denning and Miss Windsor, turns into a murderous madman.

Running time, 65 minutes. General audience classification. For January release.

Weitman's Plan

(*Continued from page 1*)

he says, "we're going to live with TV . . . or be destroyed by it."

In presenting the many essentials of Weitman's report to Goldenson, *Motion Picture Hearld*, published today, summarizes the "Weitman Plan of Action" as follows:

'Freshness' Needed

PICTURES: Not necessarily all high-budgeted, de luxe productions, but motion pictures possessing the qualities of depth, freshness, reality, warmth; "better" pictures that are excellent examples of their type, or un-typical pictures with exploitation possibilities; family pictures of true and tried appeal.

AVERTISING: It's time to spend more advertising dollars . . . in all media, including television. Economy, at times a necessity, can also be the knife that cuts the very life-line to the box-office. Exhibitors should start contributing ad budgets in larger and larger amounts. There should be more of a buildup for "personalities" with box-office potential.

Time Is Running Out

MERCHANDISING: Exhibitors, look at your theatre through lens of a TV camera and make the necessary improvements before it's too late. The industry needs more color pictures, and they must be exploited to the hilt; this is the time for more intensive exploitation and better, bigger promotion; try stage shows and admission cuts as patronage builders; investigate periodic, jointly-sponsored ads promoting the motion picture; sell the stars and concentrate on the "lost audience" while courting the "new audience."

Before he goes into a discussion of television, which he terms "that hovering horror" of the industry, Weitman runs down a long list of competitors for the public's amusement dollar, including the seasons themselves. Commenting that after 30 years of fighting the "heat" enemy, air-conditioning finally ended that struggle, Weitman observes: "Even Nature could be conquered by exhibitors who had the will and the wit to solve some of their more pressing problems."

The report cites sports and special events of various kinds as having always been potent competition at the box-office and continues with a reference to the drive-in boom, declaring that many of the outdoor theatres have "proved even more savage competition to 'legitimate' motion picture enterprises than the most popular non-cinematic 'box-office thiefs'."

Reference is made to free radio and television theatres and studios. Says the report: "Fortunately for our nationwide picture this type of threat exists in its deadliest form only in New York; but the dollar-damage it inflicts is real and serious enough, especially if you happen to operate a legitimate entertainment enterprise in the Metropolitan area.

"The four major networks maintain some 20-odd radio and television theatres and studios whose seating capacities range from 150 to 2,600, for which they regularly give away free admission tickets. Who has not strolled on Broadway and had these tickets pressed on him by the hired radio and TV 'touts'?

"The combined seating potential of these theatres is well over 14,000 . . . per performance."

Fox Quits Board

(*Continued from page 1*)

him by his own personal interests, notably his Indonesian activities which have taken most of his time for the past three years. Since the Indonesians have achieved their independence this past year, he has been required to devote much more time in this direction which compels him to withdraw from his Universal activities.

N. J. Blumberg, "U's" president, yesterday expressed appreciation for the contributions made to the company by Fox during his years of service. He entered the company as a vice-president and, until World War II was in a top executive position in the studio and home office. Following World War II, he returned as executive vice-president of Universal-International and was instrumental in the formation of United World Films, the company's subsidiary for the production and distribution of non-theatrical films.

Ontario Board Rates 5

TORONTO, Dec. 21.—Five features have been classed "adult" by the Ontario Board of Censors. They include: "Cry Danger," "Edge of Doom," "Madeleine," "Surrender" and "Prisoners in Petticoats."

Kass Suit

(*Continued from page 1*)

site on which Kass would build a second theatre, or would pay $100,000 damages. It said the partners had never agreed on the second site, and therefore it was entitled to damages.

Stanley had designated a site which K-B vetoed, while K-B designated one unacceptable to Stanley. Then the U. S. Supreme Court handed down its Paramount case decision and K-B sued to force Stanley out of the MacArthur. Kass intervened seeking damages on the second the[illegible]. The District Court threw out the entire case, declaring that the contract between K-B and Stanley and also the one between K-B, Stanley and Kass were illegal as part of the conspiracy in restraint of trade found in the Paramount case.

The case attracted wide interest in the industry as involving the legality of all major-independent partnership contracts, but then the scope of the case was narrowed when K-B and Stanley worked out a settlement of their part of the dispute. The Kass claim remained, and Kass appealed to the Circuit Court. In handing down today's decision, the court confined the case to the narrow issue of the Kass contract and did not go into the legality of the basic contract between Stanley and K-B, according to local attorneys.

The court said it was plain that the designation of the second site had to be a joint one, and that the agreement therefore was "in effect a contract that the new theatre will be so located that it will not compete with any other theatre in which either Stanley or K-B is interested. Kass cannot be heard to complain of the failure of Stanley and K-B to carry out an agreement to suppress competition and extend monopoly in violation of the Sherman Act."

Canadian Ad Complaint

TORONTO, Dec. 21.—The Oakville Chapter of the Imperial Order, Daughters of the Empire, has registered a protest against the current theatre advertising for "So Young, So Bad," recommending that the complaint be placed before the Ontario Board of Censors.

Legionnaires Cite

(*Continued from page 1*)

declared in awarding a Citation of Merit to Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, at a luncheon ceremony held at the Beverly Hills Hotel.

In response, Freeman said, "We share the principles for which the American Legion stands and will always give our support to the Legion in every way possible."

Spitz, Goetz

(*Continued from page 1*)

is expected to show a net profit of approximately $1,500,000, after write-downs for building construction at the studio here, dating back several years, and other write-offs, including the acquisition several years ago of theatres in Holland.

FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 121 NEW YORK, U. S. A., TUESDAY, DECEMBER 26, 1950 TEN CENTS

Producers to Sign With Ascap in Jan.

$800,000 Total Annual Music Payment Is Seen

Within the first two or three weeks of the new year an agreement will be signed between Ascap and Hollywood production companies, large and small, to provide for payment for the use of music in motion pictures. This estimation of when signing will take place has been cited here to illustrate how close to agreement the Ascap negotiating committee, headed by Louis Bernstein, and the producers have come.

While the total amount of annual payment which the companies will make to Ascap under the agreement could not be indicated with certainty, it was authoritatively estimated that the figure will be between $700,000 and $800,000 annually. Under the theatre seat music tax, which was outlawed in con-

(*Continued on page 3*)

4 Companies Won't Sell to Phonevision

At least four companies have no plans as of now to make their pictures available to Phonevision for the 90-day test of the pay-as-you-see television system which was scheduled to start in Chicago six months ago and still is without a definite starting date.

The companies which either have stated they will not make their films available to the competitive home medium in opposition to commercial theatres, even for test purposes, or who have ignored the Department of Justice's inquiries concerning the avail-

(*Continued on page 6*)

CBS Color Case on Way to High Court

Chicago, Dec. 25.—The suit brought by Radio Corporation of America to block Columbia Broadcasting from proceeding with its Federal Communications Commission-approved color television system was dismissed on Friday by a three-man Federal Court.

A restraining order imposed earlier was continued, however, to April 1, 1951, to permit RCA to appeal to the U. S. Supreme Court.

The decision was given by Judges J. Earl Major and Philip L. Sullivan,

(*Continued on page 6*)

Television Film Producers Are Erasing Unemployment Among Newsreelers

Indicative of the fact that television's impact on the motion picture industry is felt in areas beyond the fundamental one of competition is the report that video film producers have entirely siphoned off the considerable unemployment which built up over the past two years among newsreel cameramen and soundmen.

Ordinarily full employment prevails among newsreel cameramen and soundmen, but during the two-year period, when negotiations were underway for renewed union contracts, economic conditions impelled the newsreel producers to lay off nearly 50 of these employes across the country. Meanwhile, production of films for television entered a phase of increased activity, and the makers of these films found a handy reserve of job-hunting cameramen and soundmen.

MPAA PROPOSALS MET AS CONFEREES AGREE ON TAX BILL

Washington, Dec. 25.—Provisions dealing with blocked income and divorcement companies along lines satisfactory to the Motion Picture Association of America were included in the final version of the excess profits tax bill agreed on by House-Senate conferees Friday.

The Senate immediately passed the conference report late Friday and the House is expected to send the bill to the White House on Jan. 1.

Other features of the bill are these: a two percentage point boost in the corporate surtax rate, applying to income over $25,000, effective for tax years beginning on or after July 1, 1950; excess profit features of the bill fully retroactive to July 1, 1950; an effective tax rate on excess profits of 77 per cent; an overall corporate tax ceiling of 62 per cent; two basic alternate methods of computing the ex-

(*Continued on page 3*)

20th-Fox Has Half Of 1951 Product Already Completed

With all product scheduled to be released for the first six months of 1951 virtually completed, and seven other pictures before the cameras, 20th Century-Fox is expected to complete its 1951 releases before next July 1.

Completed and included in the first half of the new year's product are: "Halls of Montezuma," "The Mudlark," "Call Me Mister," "I'd Climb the Highest Mountain," "The 13th Letter," "Bird of Paradise," "I Can Get It for You Wholesale," "The House on Telegraph Hill," "Follow the Sun," "Half Angel," "Rawhide,"

(*Continued on page 3*)

Protests Moscow Showing of 'Smith'

Washington, Dec. 25.—A sharp protest over the reported public screening in Moscow of Columbia Pictures' "Mr. Smith Goes to Washington," has been sent to the State Department by Eric Johnston, president of the Motion Picture Export Association. He called upon the Department to make an immediate investigation of the "unauthorized showing."

In a letter to Secretary of State Dean Acheson, Johnston said, in part, "For several years past, this Association has had the exclusive rights to distribute "Mr. Smith Goes to Washington," in the countries of Eastern Europe, including Russia.

"At no time has this Association or Columbia Pictures Corp. offered 'Mr. Smith Goes to Washington,' for

(*Continued on page 6*)

'Feldman Drive' to Start 'U's' Year

To mark the recent appointment of Charles J. Feldman as domestic sales manager, Universal will launch a 17 weeks' "Charles Feldman Sales Drive" starting next Saturday, Alfred E. Daff, vice-president in charge of sales, announced at the weekend. Feldman is being honored thereby for his "outstanding record of performance during his 20 years with the company."

Prizes of $35,000 in cash will be distributed among the company's division, district and branch managers, salesmen and bookers in the 31 domestic exchanges for the best records on charges during the period.

Among the pictures to be released during the sales drive are "Harvey," "Lights Out," "Bedtime for Bonzo," "Ma and Pa Kettle Back on the

(*Continued on page 3*)

Eye 1951 As Hopeful for Arbitration

However, View is Divided On 'System' Possibilities

With the industry divided approximately 50-50 at present on whether individual exhibitor-distributor disputes could be decided satisfactorily under an industry-wide "system" of arbitration, a large number of the advocates of such a set-up are frankly expecting that 1951 will bring substantial additional industry support for their view.

Moreover, these advocates view as "within the realm of possibility" the establishment next year of an arbitration system, at least on a trial basis.

This optimism, while hardly universal among those in favor of an all-industry arbitration system, is said to be sufficiently widespread to guarantee that strong attempts will be made during 1951 to bring about one or more

(*Continued on page 6*)

Three Years for W.B. Divestiture

The Warner Brothers' consent decree, formally agreed upon with the Department of Justice last week and scheduled to be presented to the three-judge Federal statutory court in New York on Jan. 4, gives the company three years in which to complete the required divestiture of theatres.

The Warners have indicated that they will remain with the production-distribution company following its divorcement from the theatre company next year. Accordingly, subject to a prior sale of their theatre stock, their

(*Continued on page 6*)

N. Y. License Dept. Indicts 'Miracle'

Roberto Rossellini's "The Miracle," third of the three short features making up "Ways of Love" showing at the Paris Theatre here, was eliminated from showings over the weekend, the theatre reported. The elimination was prompted by New York City License Department objections to "The Miracle."

Revocation of the theatre's license to operate was indicated had the theatre continued to show "The Miracle" after the Department had registered its objections to it.

Personal Mention

AL LICHTMAN, vice-president of 20th Century-Fox, and JONAS ROSENFIELD, JR., advertising manager for the company, returned here from the Coast over the weekend following conferences with studio executives.

•

WAYNE MORRIS and producer LINDSLEY PARSONS will leave Hollywood in January for New London, Conn., to confer with Navy officials on "Submarine School."

•

LYNN FARNOL held open house for Christmas celebrants in his RKO building public relations offices on Friday.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, was due here over the weekend from Switzerland.

Plan Communion Breakfast Jan. 21.

A Communion breakfast for Catholic members of the motion picture industry in the New York area is planned for Jan. 21. The breakfast, with prominent clerical and lay speakers on the program, will be held in the Grand Ballroom of the Waldorf Astoria Hotel following a Pontifical Mass at St. Patrick's Cathedral at nine A.M.

Services Today for William Grant, 52

MINNEAPOLIS, Dec. 25. — Funeral services for William Grant, 52, manager of Monogram's Portland exchange who died there suddenly, will be held here tomorrow at the Quist Mortuary. The widow, Lillian, survives.

Grant went to Portland from New York, where he had been a Monogram salesman. Prior to that he was office manager at Philadelhpia. For a number of years Grant was Republic's branch manager here.

Hyman Mishkind, 72

CLEVELAND, Dec. 25.—Hyman Mishkind, 72, father of Leonard Mishkind, former SRO district manager and now owner of a circuit of independent theatres, died at his home in Cleveland Heights. The widow and a daughter survive.

Services for Frank Drew

LOS ANGELES, Dec. 25.—Services were held here for Frank Drew, 20th Century-Fox Seattle branch manager who died from a stroke. Drew was formerly M-G-M branch manager in Cleveland.

Extend Karson Pact

LONDON, Dec. 25. — Nat Karson's contract as stage show producer at M-G-M's Empire here has been extended for another year. Karson is in New York for a brief holiday, returning to London on Jan. 9.

Eight More Variety Clubs Elect Officers for 1951

The number of Variety Tents in the field which have elected officers, boards of committees for 1951 has increased by eight.

The Wisconsin Variety Club, Tent No. 14, has elected the following new officers for the coming years: Chief Barker, Hugo Vogel; assistant chief barker, Karl Kelly; property master, Thurston Waner; dough guy, Harry Rosenband. Canvasmen are Gordon Hewitt, Charles Trampe, William Ainsworth, Jack Lorentz, J. McKay, William Pierce and Morris Anderson.

Toronto Variety Tent No. 28 has picked John J. Chisholm as chief barker, succeeding Morris Stein. The assistant chief barkers are Ernest W. Bushnell and R. W. Bolstad. Dan Krendel was made dough guy and Sam Wacker became property master. Canvasmen are Douglas V. Rosen, Herb Allen, Jack Arthur, Ernest M. Rawley, Joseph W. Ziegler and Lorne Green.

Detroit Variety Club

In Detroit, the Variety Club of Michigan, Tent No. 5, has elected Earl J. Hudson, president of United Detroit Theatres, as chief barker to succeed Jack Zide. Others elected are: First assistant, Lew Wisper, partner in W. and W. Theatres; second assistant, M. F. Gowthorpe, president of Butterfield Theatres; treasurer, James Sharkey of Cooperative Theatres; secretary, Adolph Goldberg, Community Theatres; national canvasman, Jack Zide, manager of Allied Film Exchange.

New Board Members

New members of the board are: Lou Mitchell of Hillicr and Kilbride Theatres; J. J. Lee, 20th-Fox; Carl W. Buermele, general manager of General Theatre Service; Don Woods, manager of Warner's exchange; Dave Idzal, managing director of the Fox Theatre, and Charles Komer of Community Theatres.

At Memphis, R. L. Bostick was reelected chief barker for 1951. R. L. Wilkinson was elected first assistant, and Ben Blucstein, second assistant. Vernon Adams is property master, and Jack Sawyer is dough guy. Other directors elected were Fred Goldsmith, M. H. Brandon, Ed Sapinsley, Fordyce Kaiser, Kimmons Wilson and Clayton Tunstill.

At San Francisco the Variety Club officers elected for 1951 were: Rotus Harvey, chief barker; Spencer Leve, first assistant chief barker; Charles Maestri, second assistant chief barker; Roy Cooper, dough guy; Nate Blumenfeld, property master. Neal East, L. S. Hamm, Graham Kislingbury, Ben Levin, Jerry Zigmond and Homer Tegtmeier were elected canvasmen.

Baltimore Elections

The Baltimore Variety Club has elected William G. Myers as chief barker. First and second assistant chief barkers, respectively, are Mark Silver and Sam Tabor. Fred Sapperstein is the new secretary, and J. Frank Durkee, Jr., is doughman. Rodney Collier, retiring chief barker, was elected national canvasman. The local canvasmen are Spaulding Albert, Howard Wagonheim, Aaron Seidler, Nick Weems, Michael Rendelman, Joseph Grant and Joseph Walderman.

Miami Officers

The Miami Variety Tent has elected its crew as follows: Hal Kopplin, Mitchell Wolfson, Bill Dock, Al Weiss, Al Wilkie, Jack Bell, Dan Fitch, Stanley Stern, Sonny Sheppard, Carl Jamroga and Tom Jefferson. Dock was elected delegate to the national convention, and George Hoover was chosen international canvasman.

Denver's newly elected officers of Variety tent 37 include Hall Baetz, chief barker; William Hastings, first assistant chief barker; Duke Dunbar, second assistant; Ralph Batschelet, property master; Harry Green, dough guy. Others in the crew are: Joe Stone, Joe Ashby, Fred Brown, Robert W. Selig, Bernie Hynes, A. P. Archer, and the five past chief barkers, Robert Garland, Robert Hill, Tom Bailey, Milt Hossfeldt and Pat McGee.

Miami Opening for 'Storm Warning'

Special plans for the world premiere of Warner Brothers' forthcoming production "Storm Warning" have been set in motion by Warner's advertising-publicity chief, Mort Blumenstock, with its opening scheduled for the Beach Theatre, Miami, on Jan. 17, for the scheduled benefit of the Variety Children's Hospital of Greater Miami.

Personal appearances by Doris Day and Steve Cochran, who co-star with Ginger Rogers and Ronald Reagan in the film, at the Beach Theatre on permiere night, will be the feature of the opening. Tickets scale from $5 to $15, with the entire membership of the local Variety Club cooperating in the ticket sale and premiere activities, and the proceeds going to the local hospital fund.

Four Governors to Attend 20th Bow

ATLANTA, Dec. 25.—The Governors of Georgia and Florida as well as those from neighboring North and South Carolina will head the list of celebrities at the world premiere of 20th Century-Fox's "I'd Climb the Highest Mountain" here on Feb. 6, at the Paramount Theatre under the sponsorship of the Tallulah Falls group.

The Atlanta Chamber of Commerce and the Mayor of this city will be present to greet the visitors, who will be joined by Hollywood stars.

LeMay Killed in Korea

HARTFORD, Dec. 25.—U. S. Marine Corps Sergeant George LeMay, formerly on the staff of the Capitol Theatre, Worcester, Mass., was killed in Korea.

Newsreel Parade

GENERAL EISENHOWER'S appointment as West Europe commander and America's mobilization for defense feature the current newsreels. Complete contents follow:

MOVIETONE NEWS, No. 103—UN forces rally to bolster new stand in Korea. General Eisenhower to head Western European defense. Defense mobilizer rallies nation. Americans win Nobel prizes N. Y. Mayor hails film on Marines. Tc Thpolice quell Communist riot. Sports. d dc

NEWS OF THE DAY, No. 233—Eisenhower again commands Freedom's Armies. Mobilization chief appeals to nation. Nobel prizes for Americans. See queen welcomed. Weathermen dig in. Debutante cotillion. Sports.

PARAMOUNT NEWS, No. 36—Sea-going "Good Neighbor." Reds provoke Tokyo labor riot. Fashions. Brussels conference. Bob Hope.

TELENEWS DIGEST, No. 51-B—Eisenhower recalled. Charles E. Wilson. Red China delegates fly home. Nobel prize for Bunche. Italy: Nature runs wild. Germany: Busy days for Santa. Christmas, 1950 (GI's).

UNIVERSAL NEWS, No. 415—War or Peace, 1950—Fateful year. Worldwide Communism. Korea invaded. Atom bomb.

WARNER PATHE NEWS, No. 38—Eisenhower to command Western European Army. New York: Wu flies home blaming U. S. for Korea. Atlantic Pact Nations meet in Brussels. Bunche and Faulkner receive Nobel prizes. Italians flee Mt. Etna eruption. Hollywood: Patricia Neal joins Legion's "Tide of Toys." Charles E. Wilson calls for unity. Sports. Short sworn in as Truman's press secretary.

Schulte To Cooperative

DETROIT, Dec. 25.—William Schulte Theatres, second largest Upstate Michigan circuit, is joining Cooperative Theatres of Michigan. Although several theatres were disposed of in the past year, 16 remain in the circuit, which is outranked Upstate only by the Butterfield circuit.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Mr. Music
A Paramount Picture starring
BING CROSBY · NANCY OLSON
CHARLES COBURN · RUTH HUSSEY
Guest Stars
GROUCHO MARX · DOROTHY KIRSTEN
PEGGY LEE · THE MERRY MACS
IN PERSON
LOUIS PRIMA
and his ORCH.
plus "KEELY" SMITH
plus SHIRLEY VAN
Extra
JAN MURRAY
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

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Short Subject

"Tito—New Ally?"

(March of Time—20th-Fox)

CLOSE photographic inspection is made herein of the "inside" of Yugoslavia, highlighting Yugo ruler Tito and the country itself as potential allies. The rise of Tito is pictured, from Communist agitator to leader of his own country. The camera shows the effect of the aid America is giving Yugoslavia and the effect it will have in case of Russian aggression. The paradox of a democratic nation giving material aid to a Communist state is placed clearly before the public. This picture should find interested audiences. Running time, 18 minutes.

Tie Recruitment to 20th's 'Montezuma'

The U. S. Marine Corps, which is cooperating in the world premiere of 20th Century-Fox's "Halls of Montezuma," scheduled for Jan. 4 at the Roxy Theatre here, is now preparing special kits which will be forwarded to every city and town where Marine recruiting is in progress.

The kits will give specific instruction on mutual action between theatres and the Marine staff, and will pattern the exploitation activity after the campaign being waged in New York for the Roxy premiere.

Syndicate Column to Promote 'Alice'

An additional impetus has been scheduled for the promotion campaign being built for Walt Disney's "Alice in Wonderland," set for 1951 release by RKO Radio, in the form of an "Alice in Wonderland" newspaper comic feature.

Beginning in August and continuing for 16 consecutive Sundays, the color comic will appear in key Sunday newspapers from Coast-to-Coast, in half-page format. The strip will be syndicated nationally and internationally by King Features Syndicate.

Dallas Tops Realart Exchanges in Drive

The Dallas exchange took first place in Realart's "Jack Broder Play Date-Drive" which ran for 13 weeks, it is announced by Budd Rogers, Realart sales vice-president. St. Louis took second place in the drive followed by Atlanta.

Tax Bill

(Continued from page 1)

cess profits tax credit—one based on 85 per cent of the average earnings in the best three of the four years 1946-1949 or on the basis of a percentage of invested capital; a compromise on borrowed capital under which 75 per cent of borrowed capital would be treated the same as equity capital and 25 per cent of interest payment could be deducted from income; and special formulas for new companies or growing companies.

MEXICAN INDUSTRY HEADS FOR 'CLEAN-UP' REORGANIZATION

MEXICO CITY, Dec. 25.—Total reorganization of the Mexican motion picture industry to achieve morally "clean" productions, is demanded in a measure authored by J. Costillo Lopez, director of the National Cinematographic Board, and which he has submitted for approval to Alfonso Ruiz Cortines, Secretary of the Interior, chief Government department, under which the board functions.

Highlights of the measure are: Tighter censorship of presentation, dress, direction, acting, mounting and dialogue; a "school" for producers and directors to teach them just what the Government regards as a "clean" picture; exhibition before the censors and three members of the Mexican Association of Motion Picture Producers of all borderline pictures; wider service for producers to submit scripts and production charts before production, and encouragement of producers to periodically hold prize contests for high-class pictures, preferably those stressing historical, cultural trends and manners.

Secretary Ruiz Cortines is expected to approve the measure before Dec. 31.

Italy Wants More Producers from US

The industry in Italy generally would like to see greater American production there, despite stories to the contrary, Milton Perlman declared here. Perlman, independent producer, recently returned from Italy, where he produced "The Medium," along with Walter Lowendahl.

Everybody in Italy leans over backwards to cooperate with American producers, Perlman said.

"The Medium," adapted from the Broadway play, marks Gian-Carlo Menotti's first endeavor in the film field. The playwright directed the film, wrote the screenplay, and composed the music.

Another first for the picture, according to Perlman, is the use of the Fairchilds-Reeves new sound recording technique.

D.C. Variety Presents Check to Mrs. Older

WASHINGTON, Dec. 25.—The Variety Club of Washington presented a check for $1,000 to Mrs. Andrew Older, widow of Andrew Older, former Washington trade press correspondent, at a luncheon in the club room on Friday. The presentation was made by Morton Gerber, chief barker for 1951.

Para. Staff Aids ARC

Paramount home office employes will donate blood to the American Red Cross on Jan. 12, according to Dr. Leon J. Warshaw, Paramount medical director. In a letter to company personnel, Dr. Warshaw said a Red Cross Bloodmobile Unit will visit the Paramount Building here to collect blood for the Red Cross Blood Bank.

Producers-Ascap

(Continued from page 1)

sequence of the Ascap antitrust consent decree signed last spring, film houses paid Ascap approximately $1,200,000 per year.

The Ascap negotiating committee has met here repeatedly in recent months with representatives of 20th Century-Fox, Paramount, Warner, M-G-M and Columbia, among others. A company-by-company breakdown of the annual payment estimate has been withheld pending "the ironing out of a few minor kinks" preparatory to the setting of the final agreement.

U.S. Is Losing Film Ground in Chile

WASHINGTON, Dec. 25. — United States films imported into Chile in 1950 will be considerably fewer than the number imported in 1949, the Department of Commerce reports.

This is due to the fact that the Chilean government has been slow in issuing import permits, according to Nathan D. Golden, the Department's film chief. He said that during the first nine months of 1950, 277 feature films from all countries were censored by the Chilean government, compared with 509 during 1949. U. S. films are encountering increased competition from Mexican, French, Spanish, Italian and Argentine pictures, he said.

Stutz and Snyder in Deal in Cleveland

CLEVELAND, Dec. 25.—E. J. Stutz is now sole franchise owner of Realart Pictures of Cleveland, having bought out the interest of his partner, Robert Snyder.

Snyder continues to hold an interest with Stutz in the Grand Opera Movie Week package show which they are distributing nationally and in the distribution of Four Continents.

20th-Fox Product

(Continued from page 1)

"On the Riviera" and "Take Care of My Little Girl."

In production are "U. S. Teakettle," "The Guy Who Sank the Navy," "David and Bathsheba," "Decision Before Dawn," "No Highway," "Meet Me After the Show," and "Kangaroo."

Going into production soon will be "The Frogmen," "The Silver Whistle," "Friendly Island," "Secret of Convict Lake," "Mable and Me," "Come What May," "The Golden Girl," "The Doctor's Diary," "The House on the Square," and "I Don't Care."

Four of the nine releases set for the first quarter of 1951 will be in color, 20th-Fox sales vice-president Andy W. Smith disclosed. Four of them will be in Technicolor, and the fifth will be processed by Cinecolor.

The color pictures scheduled are: "Halls of Montezuma," "Call Me Mister," "I'd Climb the Highest Mountain" and "Bird of Paradise," all in Technicolor, while Edward L. Alperson's production of "Sword of Monte Cristo" will be in Cinecolor.

Mexican Production High, Trade Sad

Mexico City, Dec. 25.—Mexico's production appears certain to reach an all-time high mark of 130 films for 1950, as 118 are already complete and the dozen now shooting should be finished by the year's end. Total production costs will also set the record figure of $6,115,000.

Little elation because of the increased production is reflected in the trade, which is still trying to work off a backlog of pictures made in 1948 and 1949. Every survey of the Mexican industry has resulted in the recommendation that production be curtailed in number and improved in quality.

Schary Cites Need Of Light Material

The world situation today has resulted in an almost universal appeal for more motion pictures of the lighter type and, according to Dore Schary, in charge of production for Metro-Goldwyn-Mayer, the studio is exhausting every source to unearth story properties suitable for Red Skelton.

Skelton left yesterday for a series of personal appearances. He is scheduled for one-week appearances at Loew's State in St. Louis; Chicago Theatre, Chicago; Mastbaum, Philadelphia, and possibly another week in New York.

'3rd Man' Music Suit

Charging that the tune, "Manaqua, Nicaragua," was used without authorization in the picture, "The Third Man," Encore Music Publishers has filed suit in U. S. District Court here against London Films, Selznick Releasing Organization, City Entertainment Corp., Loew's, Century Theatres and Estates Theatres, asking for an injunction and an accounting of profits. The exhibitor-defendants, Encore contends, were notified by the plaintiff that the song was infringed in the picture, but they played the film in their theatres nevertheless between February and July, 1950.

UJA Reelects Two

Monroe Goldwater, a member of the law firm of Goldwater and Flynn, and formerly Keith-Albec-Orpheum counsel, was reelected president of the New York United Jewish Appeal for 1951. Barney Balaban, president of Paramount Pictures, was reelected a UJA vice-president.

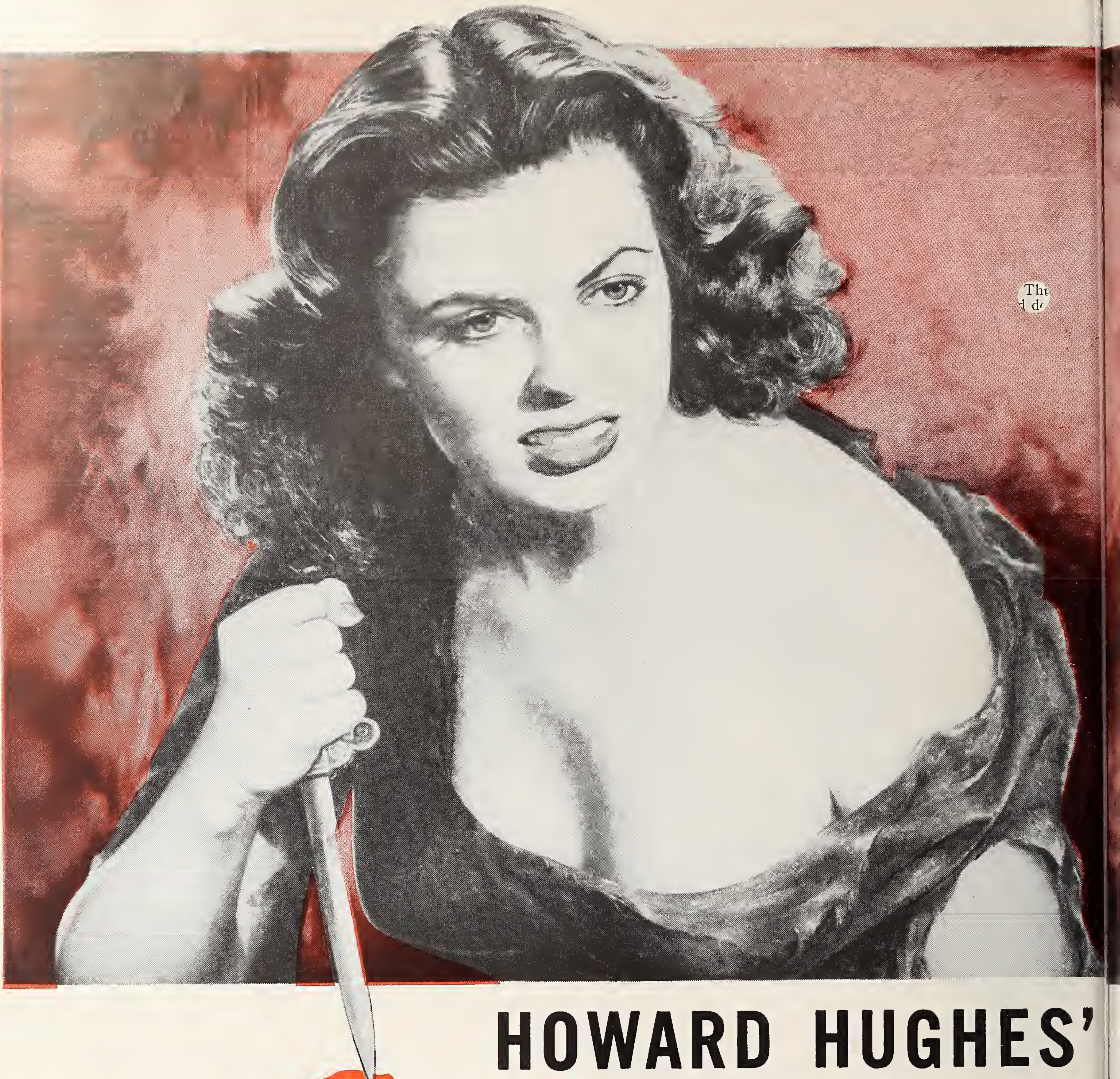
Para. Bookers to Meet

Joseph Walsh, head of branch operations for Paramount, is in Los Angeles today to set up the regional bookers' meeting which will be held in that city Jan. 6-7.

'Feldman Drive'

(Continued from page 1)

Farm," "Frenchie" and "Tomahawk" (both in Technicolor), "The Groom Wore Spurs," "Target Unknown," "Under the Gun" and "Abbott and Costello Meet the Invisible Man," "Prelude to Fame" and "Operation Disaster."



HOWARD HUGHES'
production

Vend

Starring

BIG FOUR-COLOR NAT'L AD CAMPAIGN WORKING FOR YOU! Striking, dramatic, seat-selling full pages in Life, Look, Saturday Evening Post, Time, Newsweek, Collier's . . . Redbook, Cosmopolitan, Esquire, True Story and full list of Fan Magazines . . .
TOTAL CIRCULATION
31,012,884

introducing GEORGE DOLENZ with HILLARY BROOKE · NIGE

She lives by the code of the *Vendetta!*

LOVE is wild...
LIFE is violent...
DEATH is cheap!

etta

RKO RADIO PICTURES

FAITH DOMERGUE

RUCE · JOSEPH CALLEIA · HUGO HAAS · DONALD BUKA · DIRECTED BY MEL FERRER · SCREENPLAY BY W. R. BURNETT

Top Role to Three Dimensions: French

Minneapolis, Dec. 25.—Third-dimensional films, rather than television and its affect on box-office receipts, is said to be the top subject of discussion among many industry leaders in New York. That's the word from Harry B. French, president of Minnesota Amusement Co., who has returned from a United Paramount Theatres home office visit in New York.

"There is unmistakable evidence that film companies are determined to join in the development of three-dimensional perfection," French said.

Phonevision

(*Continued from page* 1)

ability of their product for Phonevision, are: Republic, 20th Century-Fox, Columbia and Universal.

Other companies also may take the same position, it is reported, even with respect to pictures more than two years old which a few other companies are making available for the Phonevision test after Zenith Radio retained Senator Burton K. Wheeler of Montana to make representations to the Justice Department that there might be a film company "conspiracy" to keep films from Phonevision.

The companies declining to offer films take the position that Phonevision is injurious to their established business and in their best judgment the law does not require them to cause injury to themselves.

Arbitration Outlook in 1951

(*Continued from page* 1)

"all-industry" conferences on the subject of arbitration.

This year one such conference was held. Sponsored by Theatre Owners of America and attended also by representatives of nine distributors, that conference—or the fact that it was held—is given as one reason why prospects for arbitration are regarded in some quarters as "good." On the other hand, it is known that notwithstanding the unanimous selection by that meeting of William F. Rodgers, M-G-M distribution vice-president, as the liaison who will seek to secure Allied States Association's agreement to join the next conference on arbitration, unanimity of opinion did not prevail at the TOA conference on whether industry conditions now or in the foreseeable future would lend themselves to the establishment of a system of arbitration. Allied was not represented at the TOA-sponsored conference, and no flat commitments were made at the meeting by the distributors. It was agreed, however, that positive efforts should be made with an eye to achieving a program of arbitration.

Another reason given for optimism regarding arbitration for the industry is that President Truman's wartime emergency proclamation could be interpreted as a signal for the establishment by industries of arrangements that would take the sting out of disputes that might arise within their frameworks during a war period. Still another reason is the fact that an arbitration action presided over by an industry figure was started and concluded with an award within a few months this year. This was the Bridgeport-Stratford, Conn., case in which Jay Emanuel served as arbitrator.

The industry anti-trust decree, by which the five majors are affected, sets forth in one provision a recommendation that a new arbitration system be set up. Until 20th Century-Fox, Loew's and Warners are covered by decrees for divestiture of theatre properties, as are RKO Radio and Paramount, it is not likely that the decree-less companies will commit themselves on any such system, observers contend. Warners' decree hearing will be held Jan. 4, and the document may be issued shortly thereafter. Twentieth-Fox's divestiture plan must be filed with the government by March 25. Loew's is expected to file its plan Dec. 30.

W.B. Decree

(*Continued from page* 1)

aggregate 25 per cent interest in the theatre company will be turned over to a trustee to be appointed by the court. No negotiations are under way now for purchase of the theatres' stock to be issued to Harry, Jack and Albert Warner on completion of the divorcement.

A year ago, Lehman Brothers, acting for an unidentified syndicate, opened negotiations for purchase of the brothers' 25 per cent theatre stock interest for $20,000,000, but the negotiations were never consummated. Prior to that a group headed by Si Fabian and Serge Semenenko, the latter vice-president of the First National Bank of Boston, had negotiated for outright purchase of the Warner theatres for $80,00,000, but failed to reach an agreement.

MPEA Protest

(*Continued from page* 1)

exhibition in Russia. Any public or private showing anywhere within the confines of Russia, therefore, would be unauthorized and a violation of the copyright of the owner of the negative, Columbia Pictures Corp., as well as the rights of the Motion Picture Export Association."

Johnston added, "We are also anxious to find out how the Soviet Union obtained this picture." He also said if the report is verified, the MPEA requests a strong protest from the Department and the return of the negative to its rightful owner.

Controls Canada Steel

Ottawa, Dec. 25.—Kenneth Harris of Toronto and Winnipeg, will be in charge of the Canadian government's controls on steel, including those required by motion picture theatres, to complete repairs or expansion plans. Steel controls go into effect in Canada on Jan. 1.

CBS Case

(*Continued from page* 1)

with Judge Walter Labuy dissenting.

The CBS color system is mechanical and involves placing a revolving disc in front of the TV set picture tube. Present owners of TV sets cannot receive the CBS color picture in black-and-white unless adapters are installed on the sets.

The RCA system is all-electric. It is said not to be perfected although progress is said to have been made in the last year. RCA color could be received in black-and-white on sets now in use without any change in them, it is claimed. Under either system, however, present sets are said to require fairly expensive alterations before telecasts could be received in color.

Court Aware of Public Interest at Stake: RCA

In a statement issued in New York on Friday, Radio Corp. of America declared: "By staying the execution of the order until it has been subjected to further review by the U. S. Supreme Court, the Court has clearly indicated its awareness of the great public interest at stake."

Washington, Dec. 25.—The Federal Communications Commission has expressed confidence that the Supreme Court would sustain the Chicago court's action. Chairman Wayne Coy, declared the decision clearly settled the question of whether the Commission had exceeded its authority and acted capriciously in approving the CBS color television order.

Video Is Qualified for Major Service in Defense: Sarnoff

Television in performance and growth during 1950 reached proportions that qualify it for major service in helping to speed the defense mobilization efforts of the country. David Sarnoff, chairman of the board of Radio Corp. of America, declared in a year-end statement issued in New York on Friday.

Sarnoff said 1950 was the biggest in the history of RCA, with television accounting for approximately 75 per cent of the gross income. He reported that profits and dividends to stockholders were larger than ever before and employment increased substantially.

America's Funniest Comedy Team In Their Newest Hilarity Hit!
DEAN MARTIN and JERRY LEWIS in
At War With The Army
Get In Touch With Your PARAMOUNT Branch Manager Now!
"Has boxoffice written all over it!"
—Daily Variety

Ahhh, MEALS
prepared and served
in the Mainliner Manner!
the Hollywood
FLY UNITED
DC-6 Mainliner 300s,
1½ hrs. onestop to
LOS ANGELES
Scenic daylight flight, leaving
at noon, arriving at 8:30 p.m.

FILE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 122 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 27, 1950 TEN CENTS

NCA Asks for Meeting on 'Fair Rentals'

To Request Companies For Sessions on Jan. 8

MINNEAPOLIS, Dec. 26.—North Central Allied's board of directors has unanimously approved a "fair rental plan" and will ask executives of distribution companies to meet with an NCA committee in New York on Jan. 8 to discuss the plan, which is proposed to secure economic relief in theatre operations.

NCA's action follows the request made on Dec. 17 by Allied States of Illinois, through its president, Jack Kirsch, to distributors to meet with a committee of that organization in Chicago, late in January, to confer on ways and means of "preserving and improving" business at Chicago box-offices. The situation in that territory was described as being in a state of emergency.

(*Continued on page 7*)

NY Runs Hit Holiday Pace

Capacity houses despite an all-day snowfall were reported by many Broadway first-run theatres yesterday. Snow reduced the early morning street crowds but by afternoon hardy patrons, disdaining the home allure of the fireside and television, were queued up for seats at many theatres.

Business for the weekend, marred by a bitter, blustery Christmas Day, did not come up to the more roseate expectations, but still was far from disappointing in almost all cases. Many Broadway theatres opened early yes-

(*Continued on page 2*)

Details Hold Up RKO Divorcement

Chances of RKO being able to meet its own schedule for completing the divorcement of production-distribution operations from theatre operations by tomorrow were lessening yesterday as time-consuming minor problems continued to be encountered.

Company officials said no serious difficulties had been encountered and

(*Continued on page 2*)

HOW WARNERS' THEATRES ARE AFFECTED BY CONSENT DECREE

Washington, Dec. 26.—Here are the detailed divestiture provisions of the Warner consent decree.

Warner or its successor shall dispose of all its interest in the following theatres in the following towns:

Ansonia, Conn.—One theatre; purchaser to have choice of theatres if Ansonia is designated as herein provided. (Within fourth months, Warner shall designate two cities from among Ansonia, Conn., Gettysburg, Pa., Pleasantville, N. J., and Sidney, O., in which the purchaser is to have his choice of theatre. No offer for the smaller theatre in each of such two cities shall be accepted until 30 days after the properties are offered for sale. The larger theatre in each of such two cities shall be sold if a reasonable offer is made either during the 30 days or thereafter before the acceptance of a reasonable offer for the smaller theatre.)

Appleton, Wis.—One theatre; if by the end of one year from date of judgment an independent theatre is not regularly playing first run or, if any during the greater part of any of the five succeeding years an independent theatre is not regularly playing first run.

Bristol, Conn.—One theatre.

Chester, Pa.—One theatre.

Clifton Forge, Va.—One theatre.

Clinton, Mass.—One theatre.

Coshocton, O.—One theatre; if at any time during a three-year period from the date of judgment two Warners theatres play first run there.

Danbury, Conn.—Empress or Palace or Capitol.

Donora, Pa.—Harris or Princess.

Dover, N. J.—One theatre.

Elmira, N. Y.—One theatre; if at any time during three years from the date of judgment three Warner theatres play first run features at a time when there is not more than one other first run theatre in Elmira.

Fairmont, W. Va.—One theatre; if by the end of one year from the date of judgment an independent is not playing first run or if this is not happening during the greater part of any year during the next five years.

Gettysburg, Pa.—One theatre; purchaser to have choice of theatres if Gettysburg is designated under provision under Ansonia.

Greensburg, Pa.—One theatre.

Hagerstown, Md.—One theatre.

Hoboken, N. J.—One theatre.

Lawrence, Mass.—One theatre.

Lexington, Va.—One theatre.

Manchester, Conn.—One theatre.

Martinsburg, Va.—Apollo or Central and Strand or State.

Medina, N. Y.—One theatre.

Millville, N. J.—One theatre.

Milwaukee, Wis.—Warner or the Alhambra if conditions outlined for Fairmont are not met.

Montclair, N. J.—Claridge or Wellmont or Montclair.

Newark, N. J.—Stanley or May-

(*Continued on page 6*)

Film Salesmen Make First Move for 'Cost' Pay Hike

MILWAUKEE, Dec. 26.—Maintaining that film salesmen's salaries "have lagged considerably behind all other groups," David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America, has sent telegrams to the distributors' general sales managers asking for a discussion of the situation.

The telegrams represent the Colosseum's opening move for increases following the union's annual convention early this month. Determination to secure cost-of-living pay hikes was expressed at the convention.

"Employers across the country are granting salary increases notwithstanding contract salary rates, due to continued substantial increases in the cost of living," Beznor declared in his telegrams. . . . Your salesmen are receiving far less take-home pay than unskilled workers."

MPAA Board Meets In Jan. on 'Twist'

The meeting of the Motion Picture Association of America board, tentatively scheduled for today or tomorrow in New York, has been postponed to early January, with a specific date yet to be set. Principal item on the meeting agenda is a vote on the appeal of the Production Code Administration's denial of a seal of approval to J. Arthur Rank's "Oliver Twist." The appeal was filed by Eagle Lion Classics, which has contracted to distribute the British picture in the U. S.

US Gives WB 27 Months For Divorce

Consent Decree Requires Dropping 55-80 Theatres

WASHINGTON, Dec. 26.—Divorcement of Warner Brothers into a new theatre-owning company and a new production-distribution company within 27 months and divestiture of anywhere from about 55 to 80 theatres would be required under the proposed consent decree worked out by the theatre company and the government.

The decree will be presented to the New York Statutory Court for approval on Jan. 4. Terms were made available to reporters here by the Justice Department. Highlights are:

Divorcement plan to be submitted to stockholders and approved within 90 days; creation within 27 months of two independent companies:

Harry M., Albert and Jack L. War-

(*Continued on page 6*)

M-G-M Sets Product Rise

Dore Schary, M-G-M production vice-president, reported here yesterday that the company will begin its 1951 production activity with an increase of product for the new season's schedule. Nine new pictures are ready to go before M-G-M cameras after Jan. 1. Customarily, the studio starts no more than five in a month.

Schary is here from the Coast, where he completed conferences with Louis B. Mayer, studio vice-president, and the studio executive staff on plans for the 1951-52 program. In his dis-

(*Continued on page 7*)

Atlanta's Top Three Houses Go to Wilby

ATLANTA, Dec. 26.—The Fox, Paramount and Roxy theatres here, the city's leading showcases, have been turned over by Georgia Theatres Co., of which William K. Jenkins is president, to R. B. Wilby for operation. Both showmen are affiliated with United Paramount Theatres.

The change reportedly was made

(*Continued on page 7*)

Personal Mention

W. H. WORKMAN, manager of the Minneapolis M-G-M exchange, celebrated his 25th anniversary in that position.

•

LOUIS FIELDS, director of poster and advertising art for M-G-M here, and MRS. FIELDS announce the forthcoming marriage of their daughter, ADELE, to IRWIN FREDEL on Saturday. The ceremony will take place in the Fields' home in Lynbrook, L. I.

•

STANLEY and ANNE KRAMER became parents of a son, LAWRENCE DAVID, born prematurely on Dec. 23 in Hollywood, and is now in an incubator. Mother and child are reported well.

•

ROBERT SCHWARTZ, Eagle Lion Classics production manager, and MRS. BARBARA SCHWARTZ announce the birth of a daughter, ELLEN, on Christmas Day at the Englewood (N. J.) Hospital.

•

HENRY HENIGSON, business manager for M-G-M's "Quo Vadis," will arrive here tomorrow on the *S.S. America* after a six-months' stay in Rome. He will leave for the Coast in a few days.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, and EARL I. SPONABLE, technical director for the company, have returned here from a trip to Switzerland.

•

MURIEL SMITH, secretary to AL TAMARIN, United Artists publicity director, has announced her engagement to NORMAN JACOBS.

•

LOUIS WEINSTOCK, exhibitor and son of BEN WEINSTOCK, Raybond Theatres executive, was married here over the weekend to DORIS SOLINSKY.

•

GENE AUTRY will travel a total of more than 10,000 miles in his coming personal appearance tour which begins Jan. 13 in Topeka, Kan.

•

ROBERT CUMMINGS, who planed East for a guest star stint on BOB HOPE'S TV show, has returned to the Coast.

•

WILLIAM PINE, producer, is in New York from Hollywood.

Mrs. Rebecca Fellerman

Funeral services were held at Riverside Memorial Chapel here on Sunday for Mrs. Rebecca Fellerman, mother of Max Fellerman of United Paramount Theatres; Harry Fellerman of Universal-International, and Alec Fellerman of Warner Brothers.

Scully to Shoot Abroad

Peter Scully, producer for Monogram Pictures, arrived here today, and will leave tomorrow by plane for St. Moritz, Switzerland to film backgrounds for "Winter Resort." Scully is the son of John J. Scully, Northeastern district manager for Universal-International Pictures. He is due back in Hollywood about Feb. 10.

NY Grosses

(*Continued from page* 1)

terday and will continue through the week, adding an extra show each day.

Radio City Music Hall, in the fourth week of a Christmas show that features "Kim" and the Nativity pageant, and aided by an extra show Saturday, did a rousing $118,000 for the four days beginning Friday, and has its sights set for $160,000 for the week. Early openings provide for an extra show yesterday and the rest of the week.

Roxy Expects $110,000

The Roxy reports $55,000 for the weekend and expects to gross a splendid $110,000 for the second week of its Christmas show, headed by "For Heaven's Sake," with a chorus presenting "Ave Maria" on stage. Extra shows began yesterday at the Roxy.

The Paramount reports capacity for its first early show yesterday and says that "Mr. Music," concluding its first week today, will take in a healthy $73,000. Louis Prima's band heads the stage bill. "West Point Story" did strong opening business with $35,000 reported for the weekend and $70,000 expected for the week. The stage show is topped by Jackie Miles. "Pagan Love Song" bowed in at the Capitol on Christmas, with a good $50,000 in sight for a first week. All of the above theatres are having extra shows.

"Born Yesterday" bowed in at the Victoria with an exceptional first day's gross of $6,500 estimated by late afternoon. An excellent $40,000 appears likely for the week if the opening pace is maintained. Neither the Victoria nor the Astor is having extra shows.

"Cyrano de Bergerac" will benefit by extra performances at the Bijou, with a near-capacity $15,500 expected for the seventh week. At the Sutton, "Trio" continues to stand up with $11,300 expected for an 11th week.

Two Disney reissues, "Pinocchio" and "Make Mine Music," are playing at the Criterion and still drawing the youngsters to the tune of an estimated $18,000 for the second week. The theatre is opening early, but no extra shows are involved. On Saturday "Where Danger Lives" will bow in. "Rio Grande" is doing a so-so $15,000 in its sixth week at the Mayfair; "The Milkman" takes over on Saturday.

$36,000 for "The Mudlark"

Loew's State opened with "The Flying Missile" on Saturday but seems to have failed to catch the holiday spirit for a disappointing $25,000 is expected for the week. The Rivoli has better news with "The Mudlark," which did $16,300 for its opening weekend, and is expected to total $36,000 for the first week, which is good business.

Over on Lexington Avenue, the Trans Lux 52nd St. concluded a first week with an English importation, "Seven Days to Noon," with a reported gross of $16,000, which is terrific for that house. An even better figure, $20,000, is confidently estimated for the second week. The Park Avenue, which Walter Reade re-opened Thursday following a long lease to U-I, is playing "Stars in My Crown" and reports a rather disappointing $4,500 in view for the first week.

Recourse Examined In 'Miracle' Ban

Joseph Burstyn, American distributor of the Italian-made "The Miracle," which the New York City License Department has condemned as "blasphemous," yesterday was reported to have conferred with his attorneys to determine whether he would have legal recourse in consequence of the Department's indication that it would seek suspension or revocation of the license of any New York theatre that attempts to screen the film.

Third of the three short features comprising "Ways of Love," "The Miracle" was eliminated from showings at the Paris Theatre here last Saturday when the Department, headed by Commissioner Edward T. McCaffrey, expressed objections to it. Revocation or suspension of the theatre's license to operate was indicated had the theatre continued to show the short feature. The Paris has added short subjects to fill in the program time made available with the elimination of "The Miracle," which was produced by Roberto Rossellini.

Burstyn could not be reached for comment yesterday and it was understood that he was awaiting his attorneys' advice before stating what action, if any, he would take against the License Department's move.

The National Legion of Decency has placed not only "The Miracle" but also its two companion French films, "A Day in the Country" and "Jofroi," in its Class C or condemned category.

Snow, Cold Hit Loop Grosses; Three Neighborhood Reopen

CHICAGO, Dec. 26.—Cold weather and heavy snow slowed down business here on Christmas Day and today. Predictions of further zero weather and snow make immediate boxoffice prospects dim, but Loop houses have all opened with strong, new product for holiday audiences.

Three neighborhood houses which had been closed earlier this winter because of the box-office slump here, were reopened on Christmas Day. Balaban and Katz reopened its Luna Thaetre on the Northwest side and its Iris in Austin. The circuit still has three houses shuttered. Essaness reopened its Southern Theatre in Oak Park, leaving two others still closed. Officials of both circuits said the houses were re-opened in the hope that business would pick up and because the usual pre-holiday slump was over.

Blame Disney-TV

CLEVELAND, Dec. 26.—Downtown and neighborhood three-day holiday weekend business was very disappointing, with grosses equal to average Sunday business. Neighborhoods blame the Walt Disney TV show for the poor Christmas matinee. Cold and snow also were contributing factors.

Brown's House Burns

ATLANTA, Dec. 26.—The Carolina Theatre at Winnsboro, S. C., owned by Walter Brown, was destroyed by fire. Loss was $60,000.

Newsreel Parade

REVIEWS of the year are featured in five current newsreels. Complete contents follow:

MOVIETONE NEWS, No. 104—Review of 1950.

NEWS OF THE DAY, No. 234—Sports review of 1950.

PARAMOUNT NEWS, No. 37—Cavalcade of sports for 1950.

TELENEWS DIGEST, No. 52-A—When the A-bomb hit. Trial of Ilsa Koch. DP's arrive in U. S. Holland admits aged DP's. Wild boar. Sports.

UNIVERSAL NEWS, No. 416—Big year in sports.

WARNER PATHE NEWS, No. 39—Year of decision, 1950.

RKO Divorce

(*Continued from page* 1)

there is no present intention of asking the government or Federal Court for additional time beyond Jan. 2 for completion of the divorcement. However, the time-consuming details which continue to arise may make it impossible for the company to complete the physical separation in advance of that date, as it had hoped to do earlier.

New securities of both the RKO Pictures Corp. and RKO Theatres Corp. are scheduled to be issued next Tuesday. Howard Hughes, controlling stockholder, has advised the Federal Court he will ask it to appoint a trustee within 10 days after the new stock is issued and is expected to turn over to the trustee his stock in the theatre company. Ned E. Depinet is president of the new picture company, Sol Schwartz of the new theatre company. Unless it proves physically impossible to conclude the divorcement by Tuesday, no additional time will be asked, it was said.

RKO stockholders were formally notified of the impending split of the company into production-distribution and theatre companies in letters mailed from the home office over the weekend. Included were forms to be filled in order that stockholders obtain one share in each of the new companies in exchange for each share in the old firm.

Academy Award Poll Machinery Is Set

HOLLYWOOD, Dec. 26.—The voting timetable for the Academy of Motion Picture Arts and Sciences' 23rd annual awards for the calendar year of 1950, was announced here, with the following dates looming important as preliminaries to the Awards presentation to be held at the Pantages Theatre, Hollywood, on Thursday, March 22.

Nomination ballots will be mailed on Thursday, Jan. 18, with the nomination polls closing on Saturday, Jan. 27. The Awards nominations will be publicly announced on Tuesday, Feb. 13, and the screening of nominated pictures will be held from Sunday, Feb. 18, through Sunday, March 11, at the Academy Award Theatre.

Final Awards ballots will be mailed Tuesday, Feb. 27, with the polls closing on Tuesday, March 13.

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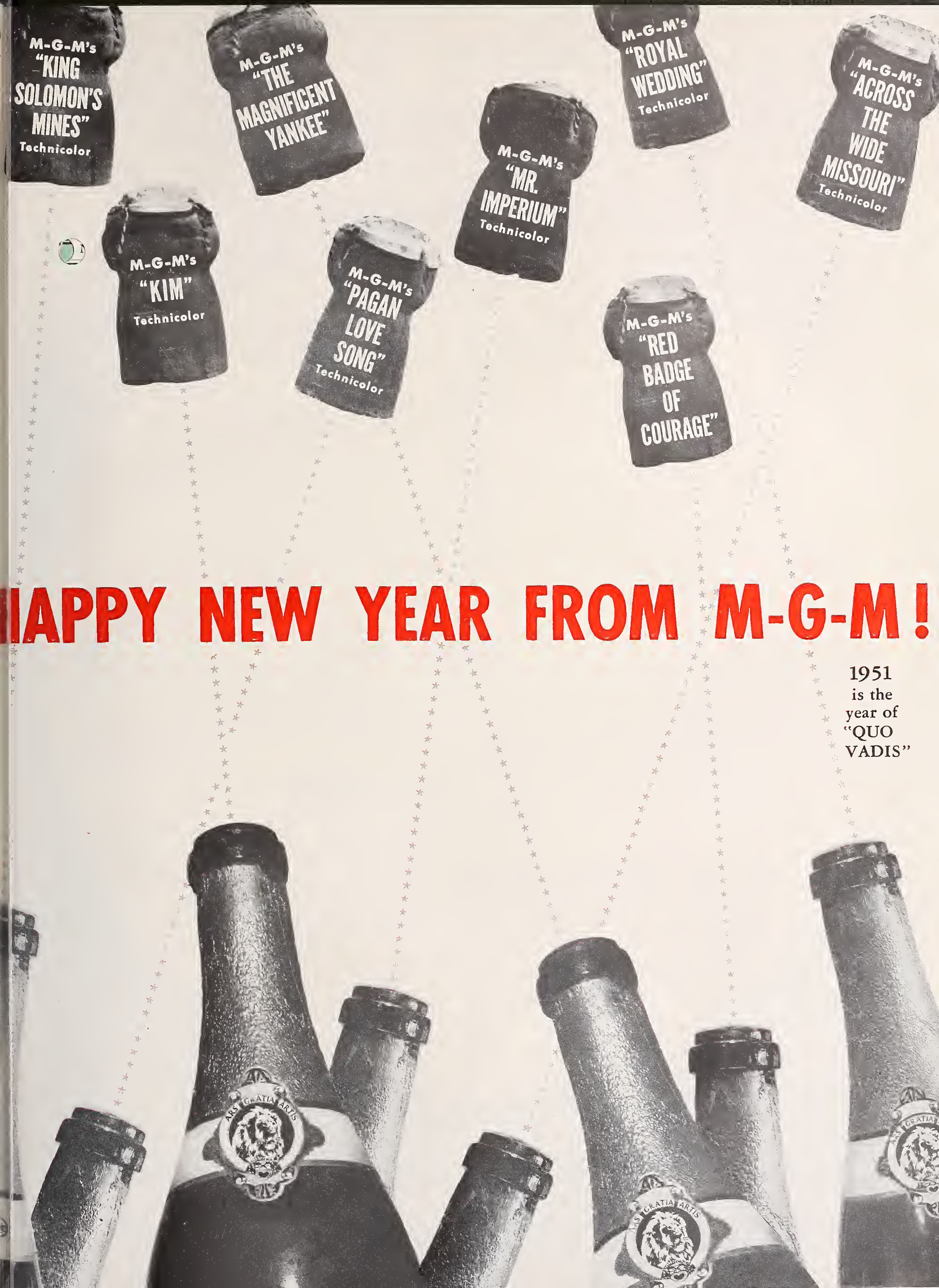

M-G-M's "KING SOLOMON'S MINES" Technicolor
M-G-M's "THE MAGNIFICENT YANKEE"
M-G-M's "ROYAL WEDDING" Technicolor
M-G-M's "ACROSS THE WIDE MISSOURI" Technicolor
M-G-M's "MR. IMPERIUM" Technicolor
M-G-M's "KIM" Technicolor
M-G-M's "PAGAN LOVE SONG" Technicolor
M-G-M's "RED BADGE OF COURAGE"
HAPPY NEW YEAR FROM M-G-M!
1951 is the year of "QUO VADIS"
ARS GRATIA ARTIS

National Pre-Selling

PRE-SELLING advantages for motion pictures are foreseen in a plan of *American Weekly* to promote a new weekly series of feature articles by Louella O. Parsons, which will appear in that publication, distributed through 22 Sunday newspapers in the U. S. The circulation of *American Weekly* is now approaching 10,000,000 and it is the oldest and largest of the Sunday newspaper magazine supplements. Miss Parsons writes of Hollywood, its people and productions in the making, often with preselling angles.

•

June Allyson and five M-G-M pictures are rated tops with the readers of Country Gentleman, *according to the rural motion picture poll for* 1950, *the results of which are announced in the magazine's January issue, now in circulation.*

Miss Allyson was acclaimed the most popular actress for the second consecutive year and again won the honor by a large vote, it was announced.

As for the company's pictures, the five and the way they were listed follow: "Annie Get Your Gun," "Stars in My Crown," "Father of the Bride," "Summer Stock" and "Battleground."

Others in the top 10 *were: "Broken Arrow," "Our Very Own," "Cheaper By the Dozen," "Riding High" and "Cinderella."*

•

Door-to-door Fuller Brush and cosmetic salesmen and saleswomen, totaling more than 15,000, are now placing upwards of 56,000,000 circulars and 3,000,000 door-knob hangers advertising "The Fuller Brush Girl" and these materials are being re-ordered. The Fuller Brush organization operates in all 48 states. The company is also furnishing free heralds to theatres and is ready to supply one-ounce sample bottles of their Debutante toilet water for distribution as prizes in theatres on the opening day of the attraction.

•

A widely-publicized search through 50 key cities to find the most beautiful local and national "Bride of Paradise" will be sponsored by 20th Century-Fox and the manufacturers of "Lovebright" diamond rings, with local jewelers cooperating in these and subsequent-runs where theatre managers take advantage of this promotion for "Bird of Paradise." The most beautiful bride will be selected by a panel of fan and fashion magazine judges and will win a "Bird of Paradise" wardrobe, a $1,000 "Lovebright" ring and a week's all-expense trip to Hollywood. Local contests will be supported by concentrated campaigns and the cooperation of local dealers.

•

Close to $1,250,000 will be spent on advertising space for Robert Stillman's 'Queen for a Day" by manufacturers whose merchandise is displayed in radio and television sequences of the film.

Already set to cooperate on an extensive scale are: Westinghouse Electric, Schwayder Bros., Samsonite Luggage, International Appliance Corp., Lionel Train Manufacturers and Mutual Broadcasting.

—Walter Brooks

"A Winged Messenger"

Carl M. Cooper, motion picture editor of the *Kansas City Star*, has this to say about the *Air Mail Edition* of *Motion Picture Daily*:

"In this jet-paced world, the *Air Mail Edition* of *Motion Picture Daily* is a winged messenger of information and knowledge. The motion picture industry constantly makes headlines and this fast service enables one not only to keep up with the news tide, but also fill in the gaps of day-by-day happenings."

Asks Para. Case Mention Be Barred

Washington, Dec. 26.—A motion that all reference to the government anti-trust suit against the industry be stricken out of the complaint filed by Leonard Lea, operator of two theatres in Danville, Va., on the grounds that the information is "immaterial, impertinent, prejudicial and scandalous," has been made by counsel for 20th Century-Fox, a defendant in the case.

Charles Young, 20th-Fox counsel in the Lea anti-trust suit which also names other major distributors, United Paramount Theatres, Wilby-Kincey Theatres and Danville Enterprises, said the motion to eliminate the reference to the Paramount case is based on the contention that neither it nor the Clayton Act have any application to the Lea case.

The latter, he said, is based on unique, local problems. Thus, the motion to prohibit mention of the Paramount case has no broad significance, nor does it have any bearing on future legal procedure by distribution companies except those identical with or similar to the Lea case. However, this is not the first time in the defense of private anti-trust suits that distribution companies have moved to eliminate reference to the Paramount case by plaintiffs, Young said.

Robert Wright, formerly in charge of the government's prosecution of the Paramount case, is counsel for Lea.

'Operation Pacific' Naval Base Opening

The Naval Submarine Base at New London will be the scene of the world premiere on Tuesday, Jan. 9, of Warner Brothers' "Operation Pacific," starring John Wayne and Patricia Neal, before an invited audience of publishers, editors, radio, newspaper and wire service representatives and decorated heroes of the submarine service. "Operation Pacific" will be the feature of a day devoted to demonstrations of the activities of the base, including an underwater trip in a modern snorkel submarine.

A special train from New York will take the guests directly to the base, where they will be joined by newspapermen from New England to cover the premiere.

Constant Rebuilding

Cleveland, Dec. 26.—Rebuilding of the American Theatre at East Liverpool, completely destroyed by fire during the summer, has been started by the owner, A. G. Constant. It is expected to be completed in the spring.

Fidelity Setting Program for 1951

Hollywood, Dec. 26. — Fidelity Pictures has concluded negotiations for "The Reluctant Bride," completed screenplay by Frederick Stephani, and "My Fine Feathered Friend," original by Alan Campbell and Hunt Stromberg, Jr., for its 1951 program. Dorothy Parker has been signed to do the screen play for the latter. Howard Welsch, who produced "Woman on the Run," now in release, and "The Groom Wore Spurs," starring Ginger Rogers and Jack Carson, which will be released in March, will produce both properties. A. Pam Blumenthal, chairman of the board of Fidelity, left for New York following purchase of the new properties, for two weeks of conferences on an extended program.

With negotiations in progress for Ann Sheridan to star in "The Reluctant Bride" and Frank Sinatra for "My Fine Feathered Friend," a musical of the 1920's to be done in color, Fidelity will start its 1951 program with "Chuck-a-Luck," starring Marlene Dietrich in mid-January. "Bride" and "Friend" will follow in that order.

U-I Consolidates Art Departments

The sales promotion and foreign advertising art department of Universal Pictures in New York has been consolidated with the company's Eastern advertising art department.

Under the direction of Harold Gutman, the newly-created unit will now handle all art work emanating from the New York office. Gutman has been handling Eastern advertising art since 1940. He joined Universal in 1938 after starting in the industry with 20th-Fox.

Glasser Starts First As an Independent

Hollywood, Dec. 26.—Producer Bernard Glasser has put his initial independent film, "The Gold Raiders," before the cameras with Edward Bernds directing. Glasser has signed Sheila Ryan as top feminine player in this George O'Brien-Three Stooges co-starrer. Also cast are Lyle Talbot, Monte Blue, Clem Bevans and Fuzzy Knight.

Repeals Blue Law

Atlanta, Dec. 26.—The Lanett Theatre at Lanett, Ala., has at last been given the go sign for Sunday shows after several months of fighting.

Phonevision to Show 3 Films On New Year's

Phonevision's often-delayed test run of its pay-as-you-see television system will get under way on New Year's Day, it was announced in Chicago yesterday by E. F. McDonald, Jr., president of Zenith Radio.

The first day's billing will consist of three feature films, all more than two years old, made available to Zenith by Paramount, M-G-M and Warner. They are "April Showers," released by Warner on March 27, 1948; "Welcome, Stranger," released by Paramount on June 13, 1947, and "Homecoming," released by M-G-M in April, 1948.

The pictures will be shown to Phonevision's selected 300 Chicago families at four P.M., seven P.M. and nine P.M. with the respective showings juggled over a three-day period so that each family, providing the fee of $1.00 each is paid, can either see one of the pictures each day, or see all three in one day. Thus each group of three films will run for a three-day period.

"Only a Test"

In a statement announcing the start of the test, McDonald said, "This test of Phonevision—made possible by authority of the FCC; by cooperation from the producers of the films to be used; by a special license from ASCAP; and by special waiver by the American Federation of Musicians—is a test only. It does not signify the beginning of regular Phonevision service. The sole purpose of the test is to gather data for use of the FCC in deciding whether Phonevision is in the public interest and whether it shall, in the future, be authorized as a new type of service.

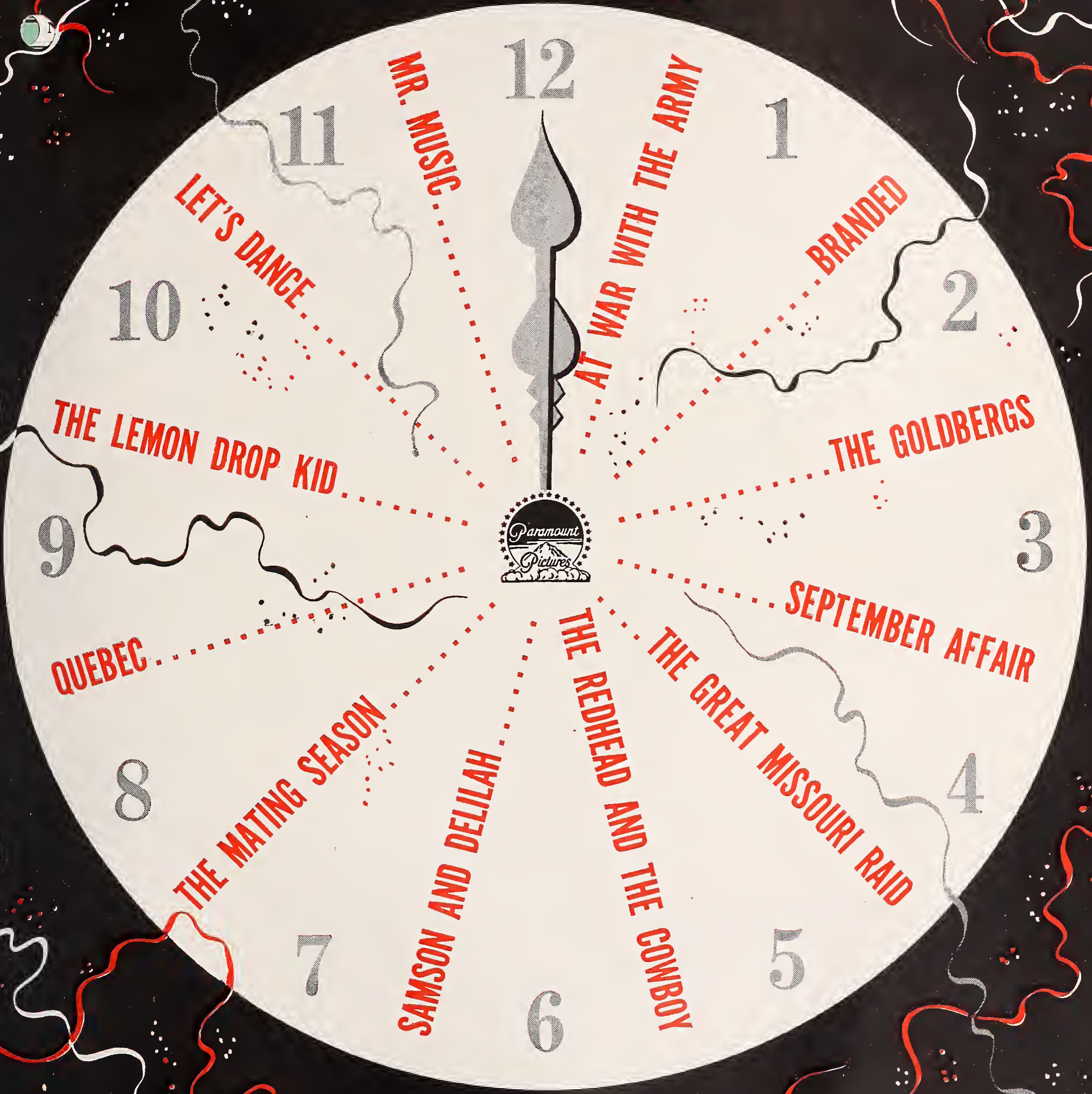
"May I also stress at this time that Zenith has not developed, and does not propose, Phonevision as a substitute for any of the established or potential uses of regular television broadcasting, radio, motion pictures or other extant communications and art forms. We envisage Phonevision as a new and distinct service, such as the transmission for a fee of those types of programs which are too costly or otherwise impractical of commercial sponsorship."

Numerous Difficulties

Zenith's first starting date for its FCC-approved test of Phonevision was set for Oct. 1, but numerous difficulties, including an inability to line up product considered "satisfactory," caused delays and the FCC twice postponed the date. The last date granted by FCC was Dec. 1. The Jan. 1 start presumably leaves Zenith only 60 days of the original 90-day test run, unless a further extension is granted.

Major motion picture companies appeared reluctant to provide product for a test of a television device which has been termed the greatest threat yet to theatres, but pictures are now forthcoming. Zenith is said to have reported to the Department of Justice that the unanimous reluctance of the majors smacked of conspiracy.

A Happy Paramount New Year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Paramount Pictures

AT WAR WITH THE ARMY

BRANDED

THE GOLDBERGS

SEPTEMBER AFFAIR

THE GREAT MISSOURI RAID

THE REDHEAD AND THE COWBOY

SAMSON AND DELILAH

THE MATING SEASON

QUEBEC

THE LEMON DROP KID

LET'S DANCE

MR. MUSIC

AROUND THE CLOCK, AROUND THE CALENDAR,
THESE AND MANY MORE GREAT PICTURES FROM...

THE
BIG GUN
Paramount!
IN '51

WB Decree

(Continued from page 1)

ner and their families must sell their holdings in one or the other new companies within 27 months or put them under control of a court-appointed trustee. In the latter event, the trustee would vote the stock but the Warners would continue to get the dividends.

Other directors, officers, agents or employes holding more than one per cent of the current Warner outstanding stock could hold stock in both the new companies until they could get rid of the stock in one or the other company without undue hardship. They must get rid of it in any event within one year of the re-organization's effective date.

Agents or employes with holding stock of less than one per cent could hold stock in both the new companies.

Some divestiture is likely in 56 cities in 13 states. The exact number of theatres, ranging from about 55 to 80, is uncertain because in many cases the divestiture is dependent on various conditions—for example, in one town, the new theatre company could dispose of either theatres "A" and "B" or of theatre "C," in another town it must dispose of one theatre and may have to dispose of another later if by the end of a year there is not an independent theatre regularly playing first run.

Half of the theatres to be disposed of must be disposed of within one year, and the other half by the end of two years.

Trade practice provisions follow generally the Paramount and RKO decrees, including the "theatre by theatre" selling provision.

Details of the decree follow:

Trade Practices: Warner Brothers Pictures Distributing Corp. and its successors and subsidiaries are enjoined from certain trade practice acts, with the injunction pretty well following the Paramount decree provisions. These injunctions cover minimum price fixing, agreements with other distributors or exhibitors on clearance, unreasonable clearances or clearances between theatres not in substantial competition, franchises, formula deals or master agreements, block booking and licensing any feature in any manner other than "theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others."

Only one change is made in the distribution injunction provisions from the Paramount decree wording—the franchise provision is extended to include franchises with theatres in new circuits resulting from divorcement.

Warner Brothers Pictures, Inc. and Warner Brothers Circuit Management Corp. are also enjoined in much the same terms as the Paramount decree from franchise and other agreements, pooling arrangements, profit-sharing leases and new theatre acquisitions until divorcement and divestiture are completed.

The decree provides that for 12 months or until the reorganization is completed, whichever is earlier, Warners shall continue to have the right to license its films on its own terms to any theatre in which it has a 95 per cent or greater interest. After that time, the other trade practice provisions govern, including the "theatre by theatre" selling.

Divorcement: A reorganization plan must be given to the stockholders and approved within 90 days of the date of entry of the judgment by the New York court. The plan must set up a new theatre company to take over the theatre assets and a new picture company to carry on production-distribution activities. Stockholders of Warner Brothers Pictures, Inc., are to get a *pro rata* share of the stock of each of the new companies.

The new picture company is not to engage in exhibition and the new theatre company is not to engage in production or distribution except with court approval and on showing that such action shall not restrain competition unreasonably in either distribution or exhibition.

Within 27 months from entry of the judgment, the two new companies must be operated wholly independently and with no common directors, officers, agents or employes. Each company shall be enjoined from attempting to control or influence the other. This will not prohibit directors, officers, agents or employes of the present company from holding stock in both new companies providing they get rid of the stock in the new company they do not affiliate with as soon as they can do so without undue hardship, and in any event get rid of it within one year from the effective date of the reorganization. An agent or employee with less than one percent of the outstanding stock could hold stock in both new companies.

No person affiliated with any other theatre circuit could be elected an officer or director of the new theatre company without Justice Department approval, and in no event can the new theatre company have as an officer or director one who is affiliated with any circuit which was a defendant in a government anti-trust suit. The new picture company could not have as a director or officer any person who is a director, officer, agent, employee or substantial stockholder of another distribution company.

Harry M., Albert and Jack L. Warner claim they own 18 per cent of the outstanding common of Warner Brothers and that certain members of their families, including their wives, own 6 per cent. Within 27 months of the judgment, they and their families must dispose of their holdings of one or the other new companies to a purchaser who is not a stockholder in the other company or a defendant in the Paramount case or some other government anti-trust suit affecting the motion picture industry.

If they don't sell, they can deposit the stock with a court-appointed trustee, with the trustee having full voting rights but with the Warners and their families getting all dividends and other distributions on the trusteed shares. In any event, the Warners shall use their best efforts to dispose of the stock in the company they do not affiliate with.

Divestiture: Anywhere from 55, plus, to 75, plus, theatres must be disposed of in 56 cities in Pennsylvania, Connecticut, Delaware, New York, the District of Columbia, Maryland, Virginia, West Virginia, New Jersey, Massachusetts, Wisconsin, Ohio and Oregon. Included are theatres in Newark, Philadelphia and Pittsburgh. The indefiniteness of the total arises from the fact that in some places the Warners can have their choice of disposing of two particular theatres or of a third theatre. In other places, divestiture is conditioned on having other independent theatres operating on a particular run in the same area by the end of a certain time. In still other towns, the company can take its choice of either divestiture or a product limitation.

Half of the theatres are to be disposed of by the end of one year, the other half by the end of two years. No theatre can be disposed of to another Paramount case defendant or a successor.

Up to 12 of the theatres to be disposed of can be leased or subleased, with court approval, to a company that is not a Paramount case defendant, providing Warners cannot sell them on reasonable terms. In any event, no such lease or sublease shall be on the basis of Warners getting a share of the profits. Warners must sell its interest in these theatres as soon as it can do so on reasonable terms.

No divestiture is provided for in the Chicago area. The decree does state, however, that, if the competitive position of independent exhibitors in the outlying Chicago area should become worse as result of a modification or vacating of the Jackson Park decree, the Justice Department can ask the court for—and the court can order if it agrees with the Department—"such relief against, or with respect to, the theatres of Warner or its exhibitor successor located in outlying Chicago as it may deem just or proper to create proper competitive conditions in outlying Chicago or in any particular section thereof."

HOW WARNERS' THEATRES ARE AFFECTED BY CONSENT DECREE

(Continued from page 1)

fair and Central or Tivoli or Savoy. The Ritz shall either be divested or subjected to a production limitation if during the next three years an independent operator in the Springfield Ave. zone with a theatre suitable for first neighborhood runs is not afforded a reasonable opportunity to get such films. The Capitol or Globe if by the end of one year, or during the greater part of any year in the next five, an independent theatre is not regularly playing second run downtown Newark.

New Britain, Conn.—Strand or Embassy or Capitol, but if the Capitol is selected, Warner must divest one other theatre if a year after the Capitol is sold there is not an independent playing regular first run or, if for the greater part of any year during the five years after the Capitol is sold, there is no such independent.

Passaic, N. J.—Montauk or Capitol or Central or Playhouse. If the Playhouse is disposed of instead of one of the other three, Warner must file with the court a statement of the intention of the new owner to operate it on a first run basis, and one of the other three theatres must be sold if by the end of a year or during the greater part of any of the next five years there is no independent regularly playing on a first run basis.

Paterson, N. J.—One theatre.

Philadelphia, Pa.—Midway or Allegheny; Colonial or Orpheum or Vernon; Rexy (if sold, to be operated on a first run neighborhood basis) and Alhambra or Plaza or Broadway or Savoia, and one theatre in addition to the above two in this zone, which shall be the Broadway or Savoia or another theatre operated on a first neighborhood run basis if, by the end of one year from the disposition of the Rexy or any time during the greater part of any of the next five years there is not an independent regularly playing first neighborhood run. Also, the Colney or Fernrock or Bromley and the Diamond or Keystone. Also, the Oxford or the Liberty is either to be divested or subjected to a product limitation. If, during a period of three years from the date of judgment an independent operator or operators of two theatres in the Frankford and Mayfair zones do not have a reasonable opportunity to get second neighborhood run films, the Forum shall be divested or subjected to a product limitation if during the next three years a competing independent in the Frankford zone is not given a chance to get films on the same availability as the Forum. The Wishart or Richmond is to be divested if an independent in the Kensington zone isn't regularly playing third neighborhood run by the end of a year or during the greater part of any year in the next five. The Terminal is to be divested if Warner operates it on a regular policy of earlier than 17 to 21 days after the first neighborhood run. The Wynee if it is operated during the next three years on a regular policy of earlier than third neighborhood run.

Pittsburgh, Pa.—Strand or Center; Sheridan or Regent or Enright or Cameraphone. If the Cameraphone is disposed of, one of the other three must be divested or subjected to a product limitation if in the next three years an independent operator in the East Liberty zone with a theatre suitable for first neighborhood run operation does not have a reasonable opportunity to get such films. Moreover, one other of these three must be divested or subjected to the product limitation if during the next three years an independent exhibitor in the East Liberty zone with a theatre suitable for second neighborhood run does not have a chance to get such films. The Schenley is either to be divested or subjected to a product limitation if during the next three years an independent in the Oakland zone with a theatre suitable for first neighborhood runs doesn't have a reasonable chance to get such films.

Pleasantville, N. J.—One theatre, purchaser to have choice of theatres if Pleasantville is designated under provision listed under Ansonia.

Portsmouth, O.—Columbia or Laroy.

Punxsutawney, Pa.—One theatre.

Racine, Wis.—One theatre.

Salem, Ore.—Elsinore or Capitol if within the next three years two Warner theatres play first run at a time when there is not more than one other theatre operating first run in Salem.

Sharon, Pa.—One theatre.

Shelby, S. C.—Two theatres.

Sidney, O.—One theatre, purchaser to have choice if Sidney is designated under provision described under Ansonia.

Silver Spring, Md.—If the Flower is subordinated to the Silver any time during the next three years, the ques-

(Continued on page 7)

WB Houses

(Continued from page 6)

tion of divestiture of one theatre shall be reopened.

State College, Pa.—Cathaum or State.

Staunton, Va. — One theatre if conditions listed for Fairmont are not met.

Tarentum, Pa.—One theatre if same co[illegible]ns are not met as for Fairmont.

Titusville, Pa.—One theatre.

Torrington, Conn. — Warner or Palace.

Tyrone, Pa.—One theatre.

Warren, Pa.—One theatre.

Washington, D. C. — Tivoli or Sheridan.

Washington, Pa.—One theatre if same conditions are not met as for Fairmont.

Waynesboro, Pa.—One theatre.

Wellsville, N. Y.—One theatre.

West Chester, Pa.—One theatre.

Wilkinsburg, Pa. — Roland or State.

Willimantic, Conn.—One theatre.

Wilmington, Del. — Warner or Queen or Arcadia or Grand.

York, Pa.—One theatre if same conditions are not met for Fairmont.

The Cadet, Elite and Polar theatres in Philadelphia are to be made available for one year for sale or lease. Nothing in the judgment shall prohibit Warner from owning and operating new theatres in Bridgeport, Conn. or Harrison, N. J. or from retaking and operating three theatres now under lease to others—the Aldine in Wilmington, Del., the Ritz in Reading, Pa., and the Terminal in Philadelphia.

The product limitation in all cases provides that, for a period of three years, the defendant shall not license during any fiscal year more than 60 per cent of the feature films nor more than 48 of the top 80 released by the majors for the particular run involved, except if competitors have had an opportunity to get the films and have not made an offer or made an insubstantial offer.

Mono. Reshuffles Release Schedule

HOLLYWOOD, Dec. 26.—Revision in Monogram's new release schedule puts the Lindsley Parsons production of "Sierra Passage," starring Wayne Morris, on the top of the list of films to go out in January; it has been given a Jan. 7 release date.

Other January films and their dates are: "Colorado Ambush," starring Johnny Mack Brown, Jan. 14; "Bowery Battalion," starring Leo Gorcey with Huntz Hall, Jan. 24; and "Blue Blood," filmed in Cinecolor with Bill Williams, Jane Nigh and Audrey Long in star roles, Jan. 28.

"Rhythm Inn," starring Jane Frazee, Kirby Grant and Charles Smith and originally intended to be released in January, will go out on Feb. 11, with "Navy Bound," starring Tom Neal and Wendy Waldron, also once set for a January release, scheduled to be released on Feb. 25.

Champagne Reelected

DETROIT, Dec. 26.—IATSE Local No. F25 has reelected Alber J. Champagne of 20th Century-Fox film exchange, business agent for 1951.

Thomas and Todd Form New Company

Lowell Thomas and Michael Todd have formed a motion picture producing corporation to make films with a new illusion of dimensional sight and sound in color. "The new technique has been brought to the perfection necessary for public exhibition as a result of 11 years' research and experiments involving millions of dollars," a statement from Thomas-Todd Productions said yesterday.

Thomas-Todd Productions, Inc., which is headed by Lowell Thomas, Michael Todd and Frank M. Smith, will make a series of feature pictures and handle its own distribution and exhibition. The first release will be ready for a Broadway opening in September, 1951. Rights to make the pictures have been made possible through an arrangement concluded between Thomas - Todd Productions, Inc., Reeves Soundcraft Corp. and its subsidiary, Cineramo, Inc. The process has been tested by Reeves Soundcraft at the Cinerama Laboratories on Long Island, and those who have seen it say that it may well revolutionize the entire entertainment industry. "Films made under the process give an illusion comparable to and at times more intense than reality itself," a company spokesman stated.

The photographic process in the new medium was developed by Fred Waller, who created the Waller Gunnery Training System. The development of the sound was largely supplied by Hazard E. Reeves, president of Reeves

33 'Brotherhood' Chairmen Named

Gael Sullivan, national exhibitor chairman for the motion picture industry's drive for "Brotherhood Week" yesterday made public the following 33 co-chairmen in the various exchange areas:

Saul J. Ullman, Albany; Oscar C. Lam, Atlanta; Theodore Fleisher, Boston; James Eshelman, Buffalo; H. D. Hearn, Charlotte; John Balaban, Chicago; Jack R. Keegan, Cincinnati; Nes Auth, Cleveland; William O'Donnell, Dallas; Charles R. Gilmour, Denver.

Also, Myron Blank, Des Moines; M. F. Gowthorpe, Detroit; Ken Collins, Indianapolis; Dale Danielson, Kansas City; M. A. Lightman, Jr., Memphis; L. F. Gran, Milwaukee; Harry French, Minneapolis; Albert W. Pickus, New Haven; N. L. Carter, New Orleans; Spyros Skouras, Jr., New York.

Also, Maury Miller, New Jersey; Morris Loewenstein, Oklahoma City; R. R. Livingston, Omaha; J. J. O'Leary, Philadelphia; M. A. Silver, Pittsburgh; Willard Gamble, Portland; Paul Krueger, St. Louis; Sidney Cohen, Salt Lake; Joseph Blumenfeld, San Francisco; Frank L. Newman, Seattle; A. Julian Brylawski, Washington.

Portland 1st-Runs Increase Prices

PORTLAND, ORE., Dec. 26.—All of Portland's first-run downtown theatres have advanced admission prices to 90 cents. This is due to substantial raises in the cost of labor and theatre maintenance.

MGM Product Rise

(Continued from page 1)

cussions in New York with Nicholas M. Schenck, president of Loew's, Inc., William F. Rodgers, distribution vice-president, and other home office executives, Schary will outline the details of the studio's stepped-up activity for the coming year.

Schary is to remain in New York for several days before leaving for Florida for a month's vacation with his family.

Before coming East, Schary approved final production for the nine new films being readied for shooting. At present, he stated, there are seven pictures on the stages, with 20 others in final phases of filming, editing, or release printing.

Nine to Start

The nine films to start in coming weeks are "Strictly Dishonorable," starring Ezio Pinza and Janet Leigh, produced, directed and written by Norman Panama and Melvin Frank; "The Law and Lady Loverly," co-starring Greer Garson and Michael Wilding, produced and directed by Edwin H. Knopf, written by Leonard Spigelgass and Karl Tunberg; "The People Against O'Hara," Spencer Tracy, produced by William H. Wright, directed by John Sturges, and written by John Monks, Jr.; "Scaramouche," Stewart Granger, Ava Gardner and Richardo Montalban, with Carey Wilson producing, George Sidney directing, and written by Talbot Jennings; Esther Williams, Red Skelton and Howard Keel in "Texas Carnival," produced by Jack Cummings, directed by Charles Walters and written by Dorothy Kingsley and George Wells; "The Bradley Mason Story," starring Walter Pidgeon, produced by Robert Thomsen, directed by Richard Thorpe and written by George Froeschel and Ronald Millar; "The Strip," starring Mickey Rooney and Sally Forrest, to be produced by Joe Pasternak, directed by Leslie Kardos, and written by Allen Rivkin; "The Man on the Train," starring Dick Powell, produced by Richard Goldstone, directed by Anthony Mann, and written by Art Cohn, and "Man With a Cloak," to be produced by Stephen Ames and written by Frank Fenton.

Wilby Gets Three

(Continued from page 1)

under provisions of UPT's theatre divestiture agreement with the government, evolving from the Paramount Pictures consent decree and divorce. It is reported locally that no financial consideration was involved in the change permitting Georgia Theatres to retain other smaller houses here and elsewhere in the state and to add several. Wilby plans to remodel the three houses, consistent with National Production Authority restrictions.

Noble Arnold, veteran Wilby-Kincey associate of Durham, N. C., will take over supervision of the three houses here on Jan. 1.

Appeals Decision On 'Street Corner'

PORTLAND, ORE., Dec. 26.—Attorneys for Jack Allender, Sr., and Floyd Lewis Attractions have asked the Portland City Council to review the local censor board's decision prohibiting the film "Street Corner" from being shown in Portland. The picture, which was independently made by Floyd Lewis Attractions and has no name players "purports to be a sex education film," according to Mrs. Betty Sibley Hoffnagle, Portland's chief viewer.

Actually, she said the board found it to be of a sensational rather than an educational nature and objectionable in theme. According to Mrs. Hoffnagle the film has not as yet been contracted for showing at any Portland theatre.

NCA Rental

(Continued from page 1)

The North Central Allied plan was conceived by a committee headed by Henry Greene, independent exhibitor, and although its nature was not publicly divulged, it was described as being intended to create a fair basis of rentals "to prevent the closing of theatres," offering relief for both exhibitors and distributors in the present declining box-office trend, allowing both sides to function with a profit.

Presenting the request for a Jan. 8 meeting to distributors will be a special NCA committee headed by Greene and composed also of Stan Kane, executive secretary of the organization, and Ernie Peaslee and Ted Mann, first and second vice-presidents, respectively.

Presents Request

Kane said that while committee members or other NCA officers are not at liberty to disclose details of the "fair rental plan," it would be mapped to distribution company heads at individual meetings.

NCA's specially-called board meeting renewed interest in the industry-wide showmanship efforts and also named Martin Lebedoff to keep posted on the progress made by the plea of Kirsch for an industry effort to map some "fruitful measures . . . for the alleviation of our suffering business."

Of Kirsch's proposed conference with distributors, he said "such a conference, if properly prepared for and given the attention, thought, and experience of the leaders of our business in consultation with exhibitors of this territory, big and little, can bring only good results for all of us. We are partners in this emergency. Distributors cannot live without us—neither can we live without them.

"The quicker we get together for specific remedies for the individual Chicago exhibitor in his present burdensome state, the quicker our industry here will return to good health and normalcy. We cannot do it alone," he said.

Polon and Sherman To Book for RKO

Matthew Polon and Robert Sherman have been appointed to handle the film buying and booking for the RKO circuit by Sol A. Schwartz, president of RKO Theatres Corp. Both men have been with the theatre company for many years.

The New York Metropolitan theatres, including those in Newark, Trenton and New Brunswick, have been assigned to Sherman and the 46 out-of-town theatres from Coast-to-Coast, will be handled by Polon. Polon and Sherman will be in complete charge of all film buying and booking for their respective groups of theatres.

Shallcross Manager Of Realart Branch

NEW ORLEANS, Dec. 26.—Paul Shallcross, formerly a salesman in the Southern territory for 20th Century-Fox, has been appointed Realart branch manager here, it is announced by Ernest V. Landaiche, Realart franchise holder here.

Portrait of an Exhibitor toasting himself on New Year's Day...

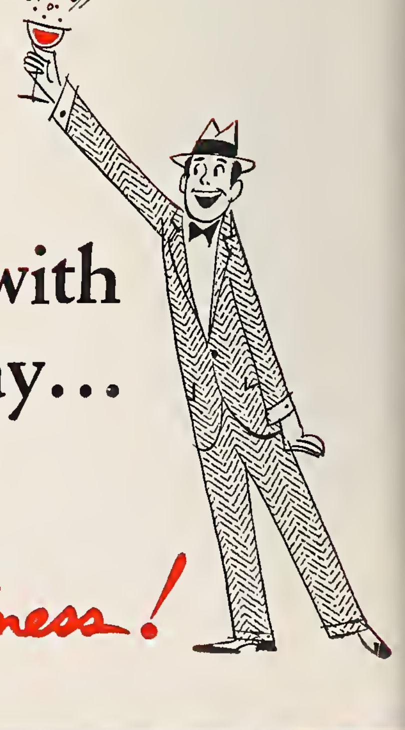
"*I hereby resolve*—to make '51 my banner year of showmanship—backed by that great **20th CENTURY-FOX PRODUCT!**"

"Couldn't make a better resolution myself! Here's to the Command Performance picture — **'THE MUDLARK'** ...a real showmanship picture!"

"I hereby resolve...to play **'HALLS OF MONTEZUMA', 'I'D CLIMB THE HIGHEST MOUNTAIN', 'CALL ME MISTER'**...all in Technicolor, too!"

"Well, call me a happy showman when I have those and **'FOR HEAVEN'S SAKE', 'THE MAN WHO CHEATED HIMSELF'** and **'AMERICAN GUERRILLA IN THE PHILIPPINES'** Technicolor to start off this great New Year!"

SKOAL! Cheers! L'chayim!



You said it, pal—I'm right with you all the showmanship way...
because all the way...

There's No Business Like 20th Century-Fox Business!

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. NO. 123 NEW YORK, U. S. A., THURSDAY, DECEMBER 28, 1950 TEN CENTS

Clear Skies Boom Grosses At NY Runs

Weather Factor in Key City Holiday Returns

Clearing skies brought holiday crowds to the Times Square area yesterday and motion picture theatres reaped a day-long harvest. Lines were formed before box-offices early in the day and were rarely absent from Broadway's major showcases.

(Weather appeared to be a decisive factor in holiday grosses, according to reports received from key cities by *Motion Picture Daily*, which are summarized below.)

Police were on hand to keep traffic moving around Radio City Music Hall, where the day's take for "Kim" was estimated at $22,500, and at the Roxy, which at a late hour in the

(*Continued on page* 4)

20th SCORES SWEEP OF N.Y. CRITICS' HOLLYWOOD AWARDS

Twentieth Century-Fox yesterday walked off with all of the top honors in the annual awards of the New York Film Critics' Circle when the group voted 20th's "All About Eve" the best English-language film of 1950 and its star, Bette Davis, and director, Joseph L. Mankiewicz, were voted best actress and best director. Gregory Peck was voted the best actor for his role in 20th's "12 O'Clock High." Darryl F. Zanuck personally produced both.

"Ways of Love" was voted the best foreign-language picture of the year. In second place for the honor was "Jofroi," one of the three short films which comprise "Ways of Love."

At the conclusion of the voting the critics passed a resolution addressed to Mayor Impelletteri protesting License Commissioner Edward T. McCaffery's ban on "The Miracle," the Roberto Rossellini production which is also a part of the trio, "Ways of Love." The ban was called symptomatic of a growing tendency toward censorship of the content of films."

"Eve" won its rating with 11 votes on the first ballot. Other nominees were: "Sunset Boulevard," "The Asphalt Jungle" and "Devil's Doorway." Final choice of Mankiewicz came on the sixth ballot, with William Wyler and John Huston next in the voting.

Jose Ferrer's performance in "Cyrano de Bergerac" gave him second place to Peck in the voting, with the English actor, Alec Guiness, third

Other nominees for the best actress award were Judy Holliday, for her role in "Born Yesterday," and Gloria Swanson, in 'Sunset Boulevard."

Issues Decree In Griffith Trust Suit

Decree to Affect New Firms Holding Theatres

OKLAHOMA CITY, Dec. 27.—Federal Judge Edgar S. Vaught avoided any sweeping divestiture order in his final decree in the Griffith anti-trust case handed down here today, but the government's prime objectives in the 12-year litigation apparently were achieved. Vaught's decree was directed against non-existent companies to a major extent. Three of the four circuits cited in the original petition in 1939 have sold their properties. Firms now operating the 400 theatres in eight Southwestern states were not embraced by the decree.

The Griffith Circuits and the three brothers who organized them were found guilty of anti-trust violations two years ago.

(*Continued on page* 5)

Kalmenson and 33 Distributor Area Chairmen Named

Ben Kalmenson, Warner Brothers distribution vice-president, has been named chairman of the industry's National Distributors' Committee for 1951, by the membership composed of general sales managers.

Also named were 33 exchange area distributor co-chairmen, as follows:

Albany, Danny Houlihan, 20th-Fox; Atlanta, Ansley B. Padgett, Loew's; Boston, Hatton Taylor, RKO; Buffalo, Dave Miller, Universal; Charlotte, Al Duren, Paramount; Chicago, Tom Gilliam, 20th-Fox;

(*Continued on page* 4)

NCA Group to Meet Here Ahead on Rental Problems

MINNEAPOLIS, Dec. 27.—North Central Allied executive Stanley Kane has made reservations at New York's Hotel Astor for several days starting Jan. 6 where he and the special NCA film rental committee, comprising Henry Greene, chairman, and Ted Mann and Ernie Peaslee, will prepare to line up industry leaders for consideration of NCA's plan to establish "a fair basis of rentals to prevent the closing of theatres."

Details of the NCA "fair rental plan" have not been disclosed but Kane revealed that each company will be presented with an individual program "which will offer relief for

(*Continued on page* 4)

Kosiner in Columbia Executive Post

Harry Kosiner was appointed yesterday to an executive post with Columbia Pictures. With his appointment Columbia will reorganize and expand the special department set up about a year ago to handle foreign films. The new department, which will be headed by Kosiner, will extend its activities to include the distribution of top independent domestic and foreign road-show and art theatre attractions. Columbia's announcement con-

(*Continued on page* 5)

B-K Jackson Park Attack Challenged By Tom McConnell

CHICAGO, Dec. 27.—Tom McConnell, Jackson Park attorney, has filed a brief here in reply to the one filed several weeks ago by Balaban and Katz in their petition to have the Jackson Park decree modified by Federal Court. An oral argument of the case will be heard on Tuesday before Federal Judge Michael Igoe.

McConnell's brief asking that the petition to modify the decree be denied, says Balaban and Katz has failed to show any changes in conditions which

(*Continued on page* 4)

Griffis Is Named Ambassador to Spain

Washington, Dec. 27.—President Truman today named Stanton Griffis, chairman of Paramount's executive committee, to be Ambassador to Spain. The nomination will go to the Senate for confirmation when the new Congress meets next week. Griffis has served as Ambassador to Poland and Egypt.

Decision Near On Grinieff's UA Plan

Representatives of Mary Pickford and Charles Chaplin have been meeting and corresponding during the past week with Jacques Grinieff, foreign film distributor here who has submitted a blueprint for reviving United Artists.

It was indicated yesterday that the owners are close to making a decision with respect to Grinieff's plan.

Details of the plan still are being withheld. It is known, however, that

(*Continued on page* 5)

Arent Lists Four From Laurel in '51

Laurel Films, Inc., will have a production schedule of four features and possibly five in 1951, John Arent, Laurel president, disclosed at a press luncheon here yesterday. The luncheon followed the shooting of finishing touches on Laurel's fourth production, "Two Gals and a Guy," which was made at the 20th-Fox Movietone News Studio here.

The four scheduled for next year are a comedy, "Fit to Print"; a

(*Continued on page* 5)

B. & K. Selling 3 Under the Decree

Chicago, Dec. 27.—Balaban and Katz disclosed today that in compliance with the U. S. court decree for theatre divorcement, it is putting three Illinois houses up for sale. The three are the 1,500-seat Rialto Theatre in Peoria and the 1,300-seat Palace and the 900-seat Auburn, both in Rockford.

Personal Mention

SAMUEL GOLDWYN is scheduled to arrive here from Hollywood on Tuesday.

•

J. CHEEVER COWDIN and CHARLES D. PRUTZMAN will leave here for the Coast early next week on a business trip in connection with tests of new anti-corrosive in which they are financially interested.

•

MORRIS HELPRIN, U. S. representative for Sir Alexander Korda, is slated to leave here for Japan on Wednesday to arrange for the release of seven Korda films there.

•

CHARLES CARPENTER, manager of the New York office of Technicolor Motion Pictures Corp., has left here for Paris and is scheduled to return to New York on Jan. 8.

•

HARRY MANDEL, director of advertising and publicity for RKO Theatres, will celebrate a birthday on New Year's Eve.

•

SAMUEL N. BURGER, sales manager of Loew's International Corp., has returned here from a three-month round-the-world business trip.

•

BERNARD JACON of Lux Film has left here for Miami to set up the opening of "Bitter Rice" at the Lincoln there.

•

GEORGE SCHAEFER, Stanley Kramer Productions sales chief, is in Hollywood from New York.

•

DORE SCHARY, M-G-M vice-president in charge of production, will leave here today for Miami.

•

PAUL GRAETZ, president of AFE films, is scheduled to return here from Europe on Jan. 2.

•

IRVING M. LEVIN, divisional director of San Francisco Theatres, Inc., is vacationing at Palm Springs, Cal.

•

BERT KULICK of Bell Pictures Corp. has left here for Los Angeles.

Park Avenue Date Set for 'Music'

World premiere of 20th Century-Fox's "Of Men and Music," feature concert film highlighting Artur Rubinstein, Jan Peerce and Nadine Conner, Jascha Heifetz, and Dimitri Mitropoulos conducting the Philharmonic Symphony Orchestra of New York, will take place at the Park Avenue Theatre here early in February, it was announced by the company yesterday.

Fay H. White, 77

HACKENSACK, N. J., Dec. 27.—Funeral services for Fay H. White, 77, retired tax attorney for Loew's Inc., were held at his home here today. He died Monday at Hackensack Hospital. Surviving are the widow and a daughter, Mrs. Thomas Nelson.

Toby Gruen Dead, A Founder of NSS

Toby Gruen, National Screen Service vice-president, passed away at his home, yesterday morning after a lingering illness.

Gruen was one of the original founders of National Screen Service, and a keystone in its business structure. "His wise counsel, ethical administration and ability were strong contributing factors in National Screen's growth and in its present standing in the industry," the company stated yesterday. For 23 years he functioned in the roles of treasurer and vice-president of NSS. Several years ago, ill health necessitated his semi-retirement. He remained active, however, in the formation of National Screen's administrative policies, and functioned as vice-president and member of the board of directors until his death.

He is survived by the widow, Ethel and a son and daughter, Bob and Dorothy. Services will be held at Riverside Memorial Chapel tomorrow morning at 11. At that time, NSS employes from Coast-to-Coast will pause in silence for 10 minutes in tribute to his memory.

'Trio' Now Playing In Eight Cities

W. Somerset Maugham's "Trio," which is being released in the United States by Paramount through a series of select engagements, has already opened and is currently playing in eight cities.

These are: New York, Sutton Theatre, (12th week); Washington, Playhouse, (7th week); Philadelphia Trans-Lux, (7th week); Baltimore, Little, (6th week); Chicago, Ziegfeld, (6th week); Miami Beach, Flamingo, (5th week); Los Angeles, Beverly Canyon, (2nd week); Boston, Copley, (1st week). Two additional openings have already been set, in Miami at the Mayfair Theatre on Jan. 5, and in San Francisco, at the Vogue Theatre on Jan. 11.

W. Freeman Smith, KATO Organizer

LOUISVILLE, Dec. 27.—W. Freeman Smith, 37, one of the organizers of the Kentucky Association of Theatre Owners, died here recently.

At the time of his death, he was chairman of KATO's board of directors. Freeman was connected with the Majestic Theatre, Beaver Dam; Shelby Theatre, Shelbyville; Lincoln, Hodgenville, and the Kentucky at Cadiz.

2,288 U.K. Theatres Ask Quota Relief

LONDON, Dec. 27.—The Board of Trade reports that in the 1950-51 quota period applications for relief were received from 2,288 theatres. Of these, 206 were given complete exemption, while 1,408 had their first feature quotas reduced to percenatges ranging from 10 to 25. There are 4,580 theatres now operating.

Utilize TV as Ad Medium: Ohio ITO

A proposal that all major companies immediately undertake to advertise their productions on television as "Born Yesterday" was publicized on the "Kate Smith Hour" Sunday has been made by P. J. Wood, secretary of the Independent Theatre Owners of Ohio.

In a statement to Abe Montague, vice-president of Columbia Pictures, Wood expressed congratulations and the "appreciation of all exhibitors." Similar statements were sent out to all major companies.

Para. to Emphasize New Stars in 1951

Paramount next year will broaden its emphasis on new talent and will intensify promotional activity in behalf of burgeoning stars, Max E. Youngstein, advertising-publicity vice-president, disclosed here yesterday.

Youngstein said the development and promotion of new talent was a major activity of Paramount during 1950.

In the forefront of rising Paramount stars is Thelma Ritter, he said. Also eligible for increased promotional backing, he added, are Jan Sterling, Charlton Heston, Lyle Bettger, Nancy Olson, Barbara Rush and Peter Hanson.

Miss Ritter is co-starred in "The Mating Season" with John Lund and Gene Tierney. She was featured in "A Letter to Three Wives" and "All About Eve." The latter two are 20th Century-Fox pictures. Youngstein said Paramount will build a major part of his "Mating Season" campaign around Miss Ritter.

Asserting that Paramount is "well-heeled" with top stars, "such as Crosby, Hope, Hutton and Ladd," Youngstein said he is confident that all-out promotion of new talent will help lift several new names into the "very top ranks."

Tugend Will Produce 'Road to Hollywood'

HOLLYWOOD, Dec. 27.—Harry Tugend has been assigned by Paramount to produce "The Road to Hollywood," the next picture with Bing Crosby and Bob Hope, the sixth in the "Road" series. Tugend will complete filming this week on "Rendezvous," starring Joan Fontaine, John Lund and Mona Freeman, with Mitchell Leisen directing.

"The Road to Hollywood" is already in preparation.

Riffle in New Post

LOUISVILLE, Dec. 27.—Frank H. Riffle, formerly chief sound engineer for the Falls City Theatre Equipment Co., here, has been appointed chief sound engineer for Motiograph, in Chicago.

Mayor Stays Away From 'Miracle' Row

There were indications yesterday that Mayor Vincent R. Impellitteri would avoid the controversy which arose out of the New York City License Department's action against the Italian-made film, "The Miracle."

A spokesman at the Mayor's office reported that Impellitteri will not comment on the development. "A very small amount of mail—only [illegible] letters—has been received by the Mayor" by way of protest against License Commissioner Edward T. McCaffrey's causing the picture to be removed from the program at the Paris Theatre here, the spokesman added.

He said a telegram also was received. This presumably was a wire from the American Civil Liberties Union and two of its affiliates urging Impellitteri to rescind the License Commissioner's "ban on the film." The message, released by the press by ACLU, stated that the film "had been passed by Federal and state censors, and violates no valid law, but the Commissioner undemocratically and arbitrarily banned it without even a hearing."

Cited by Critics

As reported elsewhere in these columns today, the New York Film Critics Circle yesterday voted "Ways of Love," of which "The Miracle" was a segment, the "best foreign-language picture of the year." The Circle condemned McCaffrey's action against "The Miracle." The Paris Theatre still is exhibiting "Ways of Love," but the picture now constitutes only two French-made short features, "A Day in the Country" and "Jofroi."

Meanwhile, Joseph Burstyn, American distributor of "Ways of Love," disclosed that he would ask for a court order requiring the Commissioner to lift the ban on the film. He announced that he had retained the law firm of Basil O'Connor and John Farber and his personal lawyer, Ephraim London, to bring action immediately.

Rizzoli Aims for 10 Yearly in Italy

Italian producer Giuseppe Amato and director Leonide Moguy, who made the Italian film, "Tomorrow Will Be Too Late," for Rizzoli Films in Rome, left here yesterday for the Coast following a stop-over in New York on his way from Italy. RKO Radio is releasing the picture in Italy.

While in Hollywood Amato will discuss an Italo-American production deal with an unnamed producer. Rizzoli Films expects to increase its production schedule to 10 films a year.

"Tomorrow," which stars Vittorio De Sica and Ana Pier Angeli (the latter since placed under M-G-M contract), won an award at the last Venice Festival as the best Italian picture.

Sparks 'Brotherhood'

TORONTO, Dec. 27.—Louis St. Laurent, Prime Minister of Canada, has accepted the honorary chairmanship of "Brotherhood Week," Feb. 18-25, sponsored by the Canadian Council of Christians and Jews.

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HERALDS

Your
BOXOFFICE
is
Only
as good as your
SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Grosses

(Continued from page 1)

afternoon predicted a whopping day's gross of $20,000 for "For Heaven's Sake."

Business at the Victoria was described as "really terrific" with $7,700 due for the second day of "Born Yesterday." At the Astor, "Harvey" drew large crowds all day, with a day's gross of $7,000 reported in sight by early evening, and $35,000 predicted for the first week ending tonight.

The Strand, aided by a stage show, expected "West Point Story" to take in $8,000 during the day. The Paramount, also with a stage show, had patrons queued up most of the day to see "Mr. Music." Estimate for the day is $13,000, outstanding business.

Los Angeles Spurt

At Los Angeles, "Born Yesterday" sent Pantages and Hilstreet Christmas Day records for recent years spinning, opening to a $9,000 take for the day. The management estimates the film will touch $50,000 for its first week.

Other first runs also showed remarkable holiday strength, despite mid-summerish weather which lured an unprecedented number of motorists to the open road. "For Heaven's Sake" and "Frenchie" were other beneficiaries of the Christmas march on ticket windows.

Balmy weather at New Orleans aided the Avenue to set a new attendance record with "Bitter Rice" as the house filled to capacity six times in one day. At the Joy, "For Heaven's Sake" was very good. Business at Loew's with "Watch the Birdie" could be better and "Never a Dull Moment" is only average at the Orpheum.

Warm weather at Atlanta failed to spur holiday business much above average, but grosses at least were uniformly steady for the week ending yesterday.

Winter Hits Boston

In Boston, "Mr. Music" was a standout but cold weather kept attendance down at most theatres.

At Baltimore, grosses showed a healthy holiday surge with "Mr. Music" at Keith's expected to exceed the average week's gross by $3,000. Also doing good business are "For Heaven's Sake" at the New Theatre and "Watch the Birdie" at the Century.

Christmas business is reported to be below expectations at Cincinnati, but "Harvey" is doing excellently at Keith's and "For Heaven's Sake" at the Capitol and "Pagan Love Song" at the RKO Grand provide bright spots.

Midnight shows, an uncommon practice in Canada, were put on by some Toronto theatres on Christmas and the day following, which was proclaimed as "Boxing Day." Good grosses were the rule, led by "King Solomon's Mines," "Harvey" and "The Fuller Brush Girl."

At Buffalo, grosses held up but were not outstanding for the holiday stanza. "Mr. Music" was the leader, with "King Solomon's Mines," playing a fourth week at the Teck, following close behind.

Indianapolis was reported to be just breaking loose from a three-week cold snap but grosses have been slow to respond. Business was reported to be fairly good at Albany, N. Y., but below the corresponding period in 1949.

A price boost from 35 and 74 cents to 40 and 80 cents at first runs in Denver did not seem to dampen business, with "King Solomon's Mines," "Mr. Music" and "Pagan Love Song" reported to be drawing excellent gates.

Reviews

"The Flying Missile"

(Columbia)

THERE is no shortage of action in this Columbia drama dealing with the latest additions to naval warfare. The buzzing activity takes place on land and sea, in the air and under water. There are many novel aspects to the story, especially those covering the newest mechanisms of destruction, but generally the story has been fashioned along formula lines, with developments easily predictable. Glenn Ford and Viveca Lindfors head the cast, with support coming from Joe Sawyer and Henry O'Neill.

Ford portrays a commander who is dedicated to the belief that submarines should be equipped with deck-launching platforms for releasing guided missiles. It becomes his self-appointed mission to convince Washington "brass" of this. The guile, wisdom, planning and luck attendant upon achievement becomes the basis of the drama. After Ford finally gets his idea into the test-run stage, an unforeseen mishap takes place, leaving him wounded and morose. There begins again the long haul towards giving the idea a new try. This time it comes off with shining success.

Miss Lindfors as secretary to an admiral, provides the romantic angle to the picture. O'Neill is the aforementioned admiral, and Sawyer is the chief who is killed in the test run. Jerry Bresler produced and Henry Levin directed, from a screenplay by Richard English and James Gunn.

Running time, 92 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

"Korea Patrol"

(Schwarz-Eagle Lion Classics)

THE best exploitation point of Jack Schwarz Productions' "Korea Patrol" is its timeliness, for it is a fragmentary account of the aftermath of the crossing of the 38th parallel by the North Koreans. The picture has its moments of standard action and excitement, but generally it is narratively thin and awkward.

The story concerns the efforts of a seven-man U. S. Army patrol to reach a vital bridge and blow it up in order to halt the enemy onslaught. The skirmishes of the patrol as it pushes towards its objective are recounted as well as the personal problems of the individual men. The mission is finally accomplished, but only at the cost of most members of the little patrol.

Richard Emory plays the lieutenant who heads the patrol. A minor feminine role is played by Teri Duna as a Korean village girl who accompanies the patrol part of the perilous way.

The rather uneven screenplay and story by Kenneth G. Brown and Walter Shenson are padded by several newsreel clips. Jack Schwarz was the executive producer; Shenson produced and Max Nosseck directed.

Running time, 57 minutes. General audience classification. Release date, not set.

M. H.

Kalmenson Named

(Continued from page 1)

Cincinnati, Joseph Rosen, 20th-Fox; Cleveland, Irving Pollard, Republic; Dallas, Mark Sheridan, 20th-Fox; Denver, R. C. Hill, Columbia; Des Moines, Gerald McGlynn, Loew's.

Also, Detroit, W. D. Woods, Warner; Indianapolis, G. R. Frank, Paramount; Kansas City, Russ Borg, Warner; Los Angeles, Fred Greenberg, Warner; Memphis, Herman Crisman, Columbia; Milwaukee, Jack Lorentz, 20th-Fox; Minneapolis, C. J. Dressell, RKO; New Haven, Arthur Greenfield, Universal; New Orleans, George Pabst, Eagle Lion Classics; New York City, Ben Abner, Warner; Oklahoma City, Ralph B. Williams, RKO.

Also, Omaha, I. M. Weiner, Universal; Philadelphia, Norman Silverman, Republic; Pittsburgh, George Tice, Columbia; Portland, Ralph Amacher, Eagle Lion Classics; St. Louis, Harry Haas, Paramount; Salt Lake City, Gifford Davison, RKO; San Francisco, Neal East, Paramount; Seattle, Sam S. Davis, Loew's; Washington, Jerry Adams, Loew's; Jacksonville, Robert Dunbar, Warner; Tampa, Harold Larrd, Republic.

NCA Group

(Continued from page 1)

both exhibitors and distributors in the present declining box-office condition, to allow both to function with a profit."

The expected meetings with distributors, to be held individually, would start on Monday, Jan. 8, and possibly run through that week.

NCA is awaiting replies from the film company sales heads in response to the unit's suggestion for the film rental discussions in New York the week of Jan. 8. Letters to the sales heads were sent by NCA several days ago, but no replies had been received up to today, and Kane attributes the delay to the holidays.

NCA president Ben Berger will not participate in the rental discussions because he is scheduled to sail with Mrs. Berger from New York on Jan. 4 for a six-week Carribean cruise.

Felix Will Manage Monogram Exchange

LOS ANGELES, Dec. 27.—Jack Felix has been named branch manager of Monogram's exchange in Portland, Ore., by Harry Wirthwein, Western sales manager. He will succeed the late William Grant and assumes his new post on Jan. 8.

For many years Felix has been a salesman for Paramount until he joined the Monogram organization in Denver a year ago as a salesman, which post he will now vacate.

B-K Suit

(Continued from page 1)

were not readily foreseeable at the time the decree was entered, and therefore was taken into account when the decree was drawn up.

McConnell's brief makes the following points:

The purpose of the decree was to break up the system of rel[illegible] which maintained B. and K.'s "mon[illegible]y" and to prevent it from being reinstated. McConnell says that B. and K. is saying that since the decree is accomplishing what it was intended to do, it should be destroyed, and the rulings of various courts reversed.

Prior Court Findings

Prior findings of the Court that the "Chicago system of release" was designed to suppress the competition of subsequent-run theatres cannot be reviewed at this hearing. McConnell says the Court found that extended runs, the period of clearances and double features were detrimental to first-run neighborhood houses and that that point has been settled. Further it has been shown, he says, that the Jackson Park decree has benefited theatres stifled under the old system of release.

The loss of B. and K. monopoly profit is not a hardship justifying any changes in the decree, said the brief, adding that it was expected that B. and K.'s profits would decrease once the decree went into effect. Recent losses suffered by B. and K., the brief says, are not due to the decree but to general business conditions effecting theatres everywhere.

The divorcement of Paramount and B. and K. does not merit decree modifications because it is "a paper change without substance" for stockholders of the original Paramountt Pictures now own stock in both United Paramount Theatres and Paramount Pictures Distributing Corp. and share in the dividends of both.

The two weeks' limitation of films in the Loop is necessary to prevent restoration of the old monopoly because it supplies sufficent pictures for neighborhood houses to compete with one another. Fewer pictures coming out of the Loop mean less competition.

Brief Continues

To modify the injunction against clearance periods and double featuring, the brief says, would render the decree ineffective in its purpose to prevent B. and K. from suppressing the competition of neighborhood theatres.

And finally, the brief points out, that to change the decree would work untold hardships on many independent exhibitors, would destroy the plaintiffs' hard-earned rights.

Tie-in Reception Set For 20th-Fox's 'Bird'

A leading event of the new year's "Fashion Calendar," marking the arrival of buyers from every part of the country, will be the introduction of 20th Century-Fox's record merchandising promotion for its production, "Bird of Paradise" at a cocktail reception, it was announced by the company.

The reception and display will be held here on Jan. 8.

Florida Ehibitors To Meet on Jan. 10

Jacksonville, Dec. 27. — There will be a special meeting of the Motion Picture Exhibitors Association of Florida on Wednesday morning, Jan. 10 at the George Washington Hotel in Jacksonville.

Set Blanket Booking Of Nat Holt's 'Raid'

Saturation booking throughout a five-state area, to be coordinated with premieres in the same area, will be instituted by Paramount to launch Nat Holt's "The Great Missouri Raid."

Producer Holt will accompany a troupe of film stars to premieres at St. Louis, Jan. 16; Kansas City, 17; Wichita, 18; Springfield, Mo., 19, and St. Joseph, Jan. 20. In addition to their stage presentations, the troupe will do press, radio and television interviews, and appear in parades, civic welcomes, and other exploitation. Simultaneously, Paramount division manager Duke Clark will utilize 250 prints to launch 350 integrated bookings blanketing the area of Missouri, Kansas, Oklahoma, Iowa and Nebraska, which comprise the picture's story locale.

$4,500,000 Gross in 1950 for DuMont

The DuMont Television Network had record gross billings totaling $4,500,000 for the year, according to Mortimer W. Loewi, network director. That figure represents a 350 per cent increase over last year, Loewi said, adding that national advertisers jumped from 14 to 37.

The network now comprises 46 affiliates.

Kosiner to Columbia

(*Continued from page 1*)

firmed MOTION PICTURE DAILY'S report of Dec. 4 of Kosiner planning to join the company.

Kosiner, who has been Eastern representative for Edward Small for the past seven years, has a background of more than 27 years in numerous phases of motion picture activity, having been formerly associated with 20th Century-Fox, United Artists' sales department, RKO Studios in Hollywood, and DeLuxe Laboratories.

Morris Goodman, formerly in charge of Columbia's foreign film activities in the United States has been transferred to new duties with Columbia International Corp.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Issues Griffith Decree

(*Continued from page 1*)

Vaught, since the U.S. Supreme Court ruling which reversed his first finding that the defendants were innocent, has conducted exhaustive hearings to determine the extent of the final mandate. The government asked for at least partial divestiture.

In a lengthy opinion which accompanied the decree, Vaught pointed out the firms now holding the theatres once operated by the defendants will come under any final judgment of his court. H. J. Griffith, Vaught said, is president of Theater Enterprises, Inc., and holds 60 per cent of the stock. Theatre Enterprises operates many of the houses formerly owned by Westex and R. E. Griffith Theatres.

Vaught, in conclusions of law filed with the decree, said the firms "have not exercised or misused circuit buying power in negotiating or making contracts for licensing of motion picture film" since about July, 1946. He said, "the defendants do not now possess monopoly, however, which violates the Sherman Act."

Video Independent Theatres, Inc., Oklahoma City, a firm made up of former Griffith employes, has purchased most of the property of the two Oklahoma City based circuits. Henry Griffing, formerly chief attorney for Griffith, is president of Video. Griffing said Video will comply with the spirit and letter of Vaught's decree.

"We consider the decree binding on us," said Griffing, "although the decree is strict, Video intends to comply."

Vaught ordered only one specific divestiture. He instructed Griffith Consolidated Theatres to terminate joint ownership of two theatres in Enid, Oklahoma in which Roy Shield has an interest. Vaught decreed Griffith must not license any picture for exhibition upon the condition that the picture be licensed for any other theatre. His decree also specifically ordered the Oklahoma City Circuits and their owners to refrain from holding any interest in the Dallas companies, and vice versa. For the purpose of securing compliance, Vaught authorized the Justice Department to observe the operations of the corporate defendants and ordered them to grant access during office hours to all books, ledgers, accounts, correspondence and other records.

Grinieff's Plan

(*Continued from page 1*)

Grinieff's proposals for returning UA to a sound financial footing and providing the company with sufficient product to keep going embody the recommendation that sweeping changes be made in the managerial structure.

Grinieff first presented his plan to Miss Pickford in New York about three weeks ago and shortly thereafter to Chaplin on the Coast. He has recommended to the owners an individual who could, in Grinieff's opinion, best serve as UA president under the operation of the plan.

Grinieff has indicated that while his blueprint calls for two or three new officers, it lends itself, however, to retention of Paul V. McNutt as UA board chairman.

Arent Lists Four

(*Continued from page 1*)

drama, "The Chase"; a musical, "Laugh with It," and untitled "expose" story. Also in negotiation is a musical in Technicolor. The budget for the four has been set at between $1,500,000 to $2,000,000, it was disclosed by Irving Weisner, executive producer.

Although Eagle Lion Classics will distribute "Two Gals and a Guy," separate releasing deals will be made on subsequent films.

Arent said he favored production here. He said "it is one-third cheaper than on the Coast and it takes one-third less time." He added that necessary talent, craftsmen and cameramen are now available in the East.

Another Laurel official present at the luncheon was Will Yolen, director of advertising-publicity.

Award to British 'Queen'

LOS ANGELES, Dec. 27.—The Southern California Motion Picture Council, Inc., has given a certificate of award to British Pathe, Ltd., for its "Queen of Spades," produced by Anatole De Grunwald.

New Mexican Film Co.

MEXICO CITY, Dec. 27. — Royal Films, organized here by Alfredo Ripstein, president of Alameda Films, starts production with "Mexican Curios," in January. Royal will operate apart from Alameda.

Major Leagues Close $6,000,000 TV Deal

CINCINNATI, Dec. 27. — Television rights for "All-Star" baseball games and the World Series has been sold to the Gillette Safety Razor Co. for $6,000,000 for the next six years, Baseball Commissioner Chandler has announced.

Major league baseball will realize $7,370,000 for both radio and video rights through 1956. Gillette already has agreed to pay $1,370,000 for radio rights.

In 1950, TV rights for the World Series were sold for $800,000 and radio rights for $175,000. The radio-TV rights for All-Star Games went for $184,000.

Gillette has a contract through 1956 with the Mutual Broadcasting's outlets in New York, Chicago and Boston. Baseball's radio contract names Mutual and Gillette, sponsor of the games on radio and TV since 1946.

Harry P. Green, 46

TORONTO, Dec. 27.—Harry P. Green, a former law partner of the late J. Earl Lawson here, died suddenly at the age of 46 at his Toronto home. He was a former company director of Canadian Odeon Theatres of which Lawson had been president. He was born in Boston.

Fairmont Tax Receipts

FAIRMONT, W. Va. Dec. 27.—Collections from the city admission tax for the fiscal year ended last June 20, amounted to $16,696.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .

The Altec Service Man and the organization behind him

The Altec Service Man

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SERVICE CORPORATION

161 Sixth Avenue,
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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

The Mudlark has 'em standing on both sides of the street!

DEMPSEY'S
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There's No Business Like 20th CENTURY-FOX Business!

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A Very Happy New Year To All
from
MOTION PICTURE DAILY

FIRST

Accurate Concise and Impartial

MOTION PICTURE ASSOC. OF
AMERICA, INC. (CHAMBERS)
28 WEST 44TH ST.,
NEW YORK 18,
N. Y.

VOL NO. 124 NEW YORK, U. S. A., FRIDAY, DECEMBER 29, 1950 TEN CENTS

John Wayne Box-Office Tops in 1950

Herald *Poll Names 10 'Money-Making Stars'*

John Wayne has been voted the top "Money-Making Star of 1950" by exhibitors polled in the annual box-office audit conducted by the *Motion Picture Herald* and *Fame*. The nation's theatre owners, voting on the basis of ticket sales, placed Wayne fourth in the 1949 poll.

John Wayne

Wayne is followed by Bob Hope, Bing Crosby, Betty Grable, James Stewart, Abbott and Costello, Clifton Webb, Esther Williams, Spencer Tracy and Randolph Scott, in that order, on the 1950 list.

Making their first appearance in top 10 company this year are Stewart,

(*Continued on page* 4)

Anna Neagle Again Leads In Britain

British showmen have again voted Anna Neagle the leading Money-Making Star for 1950 in the annual exhibitor poll conducted by the *Motion Picture Herald* and *Fame*. This is the third consecutive year Miss

(*Continued on page* 4)

Roy Rogers Heads Western Star Poll

Roy Rogers is the leading Western star at the box-office, according to the *Motion Picture Herald-Fame* exhibitor poll for 1950.

The next nine winners are in the following order: Gene Autry, George "Gabby" Hayes, Bill Elliott, William Boyd, Tim Holt, Charles Starrett, Johnny Mack Brown, Smiley Burnett, Dale Evans.

Washington Sees Government Filing An Appeal in the Griffith Case

Washington, Dec. 28.—There is a strong possibility that the Department of Justice will appeal the decision handed down yesterday in Oklahoma City by Federal Judge Edgar S. Vaught in the Griffith case, which avoids any sweeping divestiture order, as sought by the government.

Justce Department officials have not yet received copies of the Griffith decree and indicated they probably would not until early next week. They were reluctant to comment on an appeal to the U. S. Supreme Court in view of the fact that they have not seen the decree, but one spokesman said that "if it is true—as we have heard—that only two theatres are ordered divested, I would suspect there is a good chance of an appeal."

Grosses Mount In Holiday Run

For a second day grosses at Broadway's first-run theatres approached record dimensions, with yesterday's business expected to surpass the resounding figures reported on Wednesday.

"Born Yesterday" was headed for a new house record at the Victoria with its third day expected again to hit $7,700, making a three-day total of about $22,000. At the Astor, "Harvey" appeared due for another $7,000-day, the second in a row.

Crowds again lined up in front of box-offices and the queues often reached a block or more in length as the sun turned Tuesday's snow into slush. At Radio City Music Hall, "Kim" and the Christmas pageant were expected to show $23,000 for the day, which will top Wednesday's take of $22,700.

The Roxy, where "For Heaven's Sake" and a choral presentation of "Ave Maria" took in $20,000 on Wednesday, expected yesterday to hit the $22,000 mark. The Paramount, with "Mr. Music" and Louis Prima's band, is also expected to better a Wednes-

(*Continued on page* 4)

Scales Up for New Year's

Special New Year's Eve shows at advanced admissions are scheduled at almost all New York first-runs for Sunday night and running into Monday morning. Many theatres will, in addition, have late shows on Saturday night.

Radio City Music Hall, as usual, will boost its New Year's Eve prices from $1.50 to $1.80, with reserved seats going to $3.60 from the normal Sunday rate of $2.40. The Roxy will up prices from $1.50 to $1.80, with loge seats, usually $2.20, going up to $2.40. After midnight the Roxy scale will drop to $1.50 and $2.00.

Other Broadway theatres have not yet set prices for the New Year's Eve show, but will wait until the last minute to see what the traffic will bear. Typical admission boosts will likely follow the tentative prices set at the Strand, up from $1.50 to $2.00.

Theatres featuring stage shows have scheduled the "live" segment of the bill to be on stage when the New Year bows in and will then continue with the film program into the wee hours. Some straight film houses will provide for a break at midnight for festivities.

Ned Depinet Drive Off on Second Lap

RKO Radio division sales managers Walter E. Branson, Western; Nat Levy, Eastern, and Charles Boasberg, North-and-South, accompanied by their respective assistants, Harry Gittleson, Frank Drumm and Carl Peppercorn, together with Sidney Kramer, short subjects sales manager, will embark on the second lap of a tour of the company's exchanges in behalf of the 1951 Ned Depinet Drive

(*Continued on page* 4)

Exceed Quotas for Schwalberg Drive

With Paramount's "Booker-Salesman's Month" drawing to a close, 20 of the company's 32 domestic branches have already exceeded their quotas, according to Monroe Goodman, field coordinator of the sales drive.

Dedicated to A. W. Schwalberg, president of Paramount Film Distributing Corp., "Booker - Salesman's Month" is an annual event on the sales calendar. The drive got under way Dec. 3 and will close tomorrow.

Report Loew's May Start Consent Talks

Time for Filing Its Divorce Plan Extended

WASHINGTON, Dec. 28.—Loew's may soon capitulate and open consent decree negotiations with the Department of Justice, according to reports circulating here today.

No official confirmation of the reports was available but added substance was lent to them when it became known that the government will agree to an extension of time for the filing of a plan of divorcement by Loew's with the Federal statutory court in New York.

Under the New York court's decree of last July, Loew's was directed to file its divorcement plan within six months. The date for filing at first was believed to be Dec. 6, six months after the decree was handed down. Subsequently, however, Loew's contended the proper date should be Dec. 30, Saturday, six months after formal entry of the order. The Justice Department decided not to dispute Loew's contention, and the New York

(*Continued on page* 4)

Grinieff to Coast On UA Business

A decision is due to be made in Hollywood next Tuesday or Wednesday on whether Jacques Grinieff's plan to revitalize United Artists will be adopted.

This was indicated last night as

(*Continued on page* 4)

L. A. Orpheum Will Televise Parade

Los Angeles, Dec. 28.—Sherrill Corwin's Orpheum Theatre, which last night press previewed its big-screen television installation with locally available telecasts, will give theatre television its first real test here on New Year's morning with complete coverage of the annual Tournament of Roses parade from Pasadena.

RKO Divorce May Be Completed Today

Despite extended working schedules for many days past, RKO officials and company attorneys were unable to complete the separation of the production-distribution company from the theatre company yesterday, as they had hoped earlier to be able to do. Indications are the divorcement will be a *fait accompli* some time today, effective Monday.

The company's consent decree, requiring the divorcement sets Sunday, Dec. 31, as the final date for completion of the separation. The company, however, expected to accomplish the task several days before the deadline.

Says 'Miracle' Court Action Starts Today

John Farber of the New York law firm of O'Connor and Farber declared yesterday that he will file in New York Supreme Court today, in behalf of Joseph Burstyn, American distributor of "Ways of Love," a petition for an order requiring New York City License Commissioner Edward T. McCaffrey to lift his ban on the Italian-made "The Miracle," one of the three short features that made up "Ways of Love."

McCaffrey had termed "The Miracle" "blasphemous" and caused its withdrawal from the Paris Theatre here when it was indicated that continued showing of the film would put the theatre's license in jeopardy. McCaffrey then indicated that the license of any other local theatre that exhibited the picture would be similarly affected.

Meanwhile, Mayor Impellitteri clarified his position. He said he understood the matter was to be litigated and that he would leave the issue to court decision. The Mayor added that he didn't think it proper for him to comment on the actions of License Commissioner McCaffrey in banning the film.

Lowell Catholic Unit Protests 'Vendetta'

Boston, Dec. 28.—A protest by the Sacred Heart Church Holy Name Society of Lowell, Mass., will be lodged with the Licensing Commission of that city tonight against the showing of Howard Hughes' "Vendetta" Michael Ozella, head of the Society, announced.

Samuel Togan, managing director of the RKO Keith Theatre, where the film is due to start next Sunday said, " 'Vendetta' has been passed without deletion by the State Board of Censorship."

No Paper Monday

***Motion Picture Daily* will not be published on Monday, New Year's Day, a legal holiday.**

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., accompanied by Simon B. Siegel, comptroller, will be in Springfield, Mass., today for conferences with Sam Goldstein, president of Western Massachusetts Theatres, Inc.

•

Samuel Goldwyn, Jr., a second lieutenant in the Infantry Reserve, will report for active duty at Fort Ord, Cal., on Jan. 3.

•

Charles Schlaifer & Associates will hold New Year's open house today at their advertising and public relations offices here.

•

Howard W. Stubbins, Monogram West Coast franchise holder, has left Hollywood for Phoenix, where he will spend New Year's.

•

Arnold Jacobs, general sales manager of Discina International Films, will leave here for Hollywood on Tuesday.

•

J. J. Felder, vice-president of Favorite Films, has left here for Los Angeles.

FRED J. SCHWARTZ, Century Theatres executive, will return here from Lake Placid, N. Y., on Tuesday.

•

Joseph S. Hummel, Warner Brothers European manager, is scheduled to arrive in New York from Paris on the *S. S. Liberte* on Tuesday. He will be accompanied by his wife.

•

Charles Simonelli, in charge of exploitation for Universal, and Philip Gerard, Eastern publicity manager, were in Washington yesterday.

•

Arch Oboler, independent producer, is due here Tuesday from Hollywood.

•

Ward Pennington, Paramount's Denver branch manager, is vacationing in San Francisco.

•

King Trimble, Paramount salesman, is due back in San Francisco from a vacation in Mexico City.

•

Irving Sochin, of U-I special films division, has returned to New York from Miami.

Legion Reviews 10; 3 In Class "B"; 1 in "C"

Ten films were reviewed this week by the National Legion of Decency, which rated six of the 10 Class "A," three Class "B" and one in Class "C."

The lone film in Class "A," Section one, morally unobjectionable for general patronage, was "Tomahawk," Universal-International. Those in Class "A," section two, morally unobjectionable for adults, included "Father's Wild Game," Monogram; "Halls of Montezuma," and "The Man Who Cheated Himself," 20th Century-Fox; "Pagan Love Song," M-G-M, and "The Tougher They Come," Columbia.

Under Class "B," morally objectionable in part for all, the Legion listed "Grounds for Marriage," M-G-M, and "Prehistoric Women" and "Rogue River," both Eagle Lion Classics. Under Class "C," condemned, the Legion listed "Ways of Love" (French-Italian) a Joseph Burstyn release.

Broder Appointed to Realart Home Office

Al Broder has joined the Realart home office executive staff, Budd Rogers, vice-president, reports.

Broder will assist Carroll Puciato, general manager in charge of exchange operations, and William Schulman, advertising and publicity director. Broder was formerly affiliated with Broder Theatres in Detroit as general manager.

Helen Hays Returns

Hollywood, Dec. 28.—Helen Hayes will return to the screen as the star of "My Son John," which Leo McCarey will make for Paramount under his new contract as a producer-director. The film will start on March 1.

Three M-G-M Films, 'Harvey' Cited

Three M-G-M films have been given special awards by the previewing group of the General Federation of Women's Clubs. "King Solomon's Mines" was selected in the adventure category, "Annie Get Your Gun" among musicals, and "Stars in My Crown" for films portraying American home life.

The same group chose Universal-International's "Harvey" as the best comedy of the year.

The *Saturday Review of Literature* has named Darryl F. Zanuck's "All About Eve" as the outstanding motion picture of the year, Elia Kazan as the best director for "Panic in the Streets," and Joseph L. Mankiewicz, writer-director of "No Way Out" and "All About Eve," as "Hollywood's Man-of-the-Year."

The magazine also gives a special mention to the company, stating: "We might as well choose a studio of the year, and our's is 20th Century-Fox, under the aegis of Darryl Zanuck."

Farewell Luncheon For Leon Brandt

Eagle Lion Classics' executives and home office personnel feted ELC advertising-publicity director Leon Brandt at a farewell luncheon yesterday at the Blue Ribbon Restaurant. Brandt, whose resignation becomes effective today, is leaving for a short vacation, after which he will announce his future plans.

Among those who attended the luncheon were William C. MacMillen, Jr., William J. Heineman, Bernard G. Kranze, Milton E. Cohen, Jack Schlaifer, Joe Sugar, Sam Seidelman, Lige Brien, Stephen Strassberg, Jonas Arnold, Bob Hadley, Ben Babb, Leo Brody and Chuck Moses.

Independent Loses Percentage Motions

Des Moines, Dec. 28.—A series of motions by independent exhibitor defendant G. T. Allen in four pending percentage suits have all been denied by United States Judge Carroll O. Switzer in Federal Court here. Among the exhibitor motions overruled were requests for dismissal of the distributor complaints, and for a more definite statement. The court also decided that it properly had jurisdiction of the actions.

Separate suits had been filed by RKO, Loew's, 20th Century-Fox and Paramount in U. S. Dist[illegible] Court here alleging under-reporte[illegible]eceipts at the Garden Theatre in Guthrie Center, Iowa.

Maxwell A. O'Brien of the Des Moines law firm of Parrish, Guthrie, Colflesh and O'Brien represents the distributors, with Sargoy and Stein of New York as counsel, while the defendant was represented by Wendell B. Gibson of Des Moines and R. E. Duffield of Guthrie Center.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Mr. Music
A Paramount Picture starring
BING CROSBY · NANCY OLSON
CHARLES COBURN · RUTH HUSSEY
Guest Stars
GROUCHO MARX · DOROTHY KIRSTEN
PEGGY LEE · THE MERRY MACS
IN PERSON
LOUIS PRIMA
and his ORCH.
plus "KEELY" SMITH
plus SHIRLEY VAN
Extra
JAN MURRAY
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

COLUMBIA PICTURES presents
BORN YESTERDAY
starring
JUDY HOLLIDAY · WILLIAM HOLDEN · BRODERICK CRAWFORD
Victoria B'way & 46th St.
Continuous Performances
Late Shows Nightly

Belvedere's Back!
FOR HEAVEN'S SAKE
Starring
CLIFTON WEBB
20th CENTURY-FOX
ROXY
7th Ave. & 50th St.
Doors Open 10:30 A. M.
On the
STAGE and ICE
The Gala Annual Roxy
"CHRISTMAS EXTRAVAGANZA"
A Joyous Revue of Mirth and Music
Plus a Glorious Spectacle
"Ave Maria"

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Eastman Suspends Price Increases

ROCHESTER, N. Y., Dec. 28.—Eastman Kodak suspended price increases on several of its product lines today and pledged itself to "cooperate in every reasonable way" with national efforts to halt a general rise in price levels. Thomas Hargrave, Eastman president, said in a statement here, "The Kodak Company has always done its part willingly during national emergencies of the past, and we will continue that policy.

"In response to the Economic Stabilization Agency's recent appeal for volunt[illegible] price ceilings at Dec. 1 levels, we [illegible] immediately suspending the few price increases that became effective since then on manufactured products made in our Rochester plants. We are also calling off a number of increases that had been scheduled for the first of the year on certain cameras and related accessories.

"We are suspending the increases on these manufactured products even though we feel that higher costs of manufacture justified price increases. Kodak will cooperate in every reasonable way with the government and other groups to fight rising price levels.

"Just how long our hold-the-line effort will work obviously depends not on us alone but also on what happens to the prices of raw materials and supplies which we must buy," Hargrave concluded.

TV Permit to CBS In Don Lee Sale

Columbia Broadcasting has acquired a construction permit to build a television station, KSTL-TV in Hollywood through the sale of the Don Lee system properties, which has been approved in Washington by the Federal Communications Commission. CBS is required to dispose of its 49 per cent interest in KTTV, Los Angeles, its present outlet.

Properties of the Don Lee system are being sold for a reported price of $12,320,000 by the Retirement Fund for Salaried Employes of General Tire and Rubber Co. Real property will be retained as an investment for the fund and will be leased to the operators of the various stations. The transactions will settle the estate of the late Thomas S. Lee.

Granada Circuit in U. K. Reports Profit

LONDON, Dec. 28.—Sidney L. Bernstein's Granada Theatres, leading British independent circuit, reports a gross profit of £213,208 ($596,982) for the last fiscal year, against £233,513 in the previous year. After payment of preferred dividends the directors recommended a five per cent dividend on the ordinary shares. £72,000 is carried forward against £56,203 last year.

Council Campaigning For Wage Increase

HOLLYWOOD, Dec. 28.—The Hollywood Film Council has sent out letters to its constituent unions charging film producers with "misrepresenting" the financial state of the industry in their refusal to grant wage boosts. This is part of the Council's campaign for cost-of-living wage increases for craft union workers in the industry.

Reviews

"Seven Days to Noon"

(London Films—Distinguished Films)

THE picture derives its intriguing title from the seven-day time limit given by a demented scientist who threatens to atom bomb London, with noon the following Sunday being the deadline when, he warns, the explosion will go off.

This engrossing film was directed and produced, in England, by John and Roy Boulting for London Films and is an Arthur Mayer-Edward Kingsley-Distinguished Films release in the U. S.

It has many good things about it, not the least of which is the casual way of developing suspenseful sequences—a characteristic of many British thriller films. But perhaps the most amazing aspect of this picture is the manner in which an utterly fantastic plot, by asute development and direction, has been made to appear frighteningly believable.

A prominent British scientist who has been working on the atomic bomb has become convinced that he can no longer serve humanity by participating in the nuclear race of destruction. A fanatical pacifist, he sends a letter to the British Prime Minister, telling him the government has seven days, until noon Sunday, to renounce all atomic efforts.

Meanwhile, he escapes into the cauldron that is post-war London, taking with him an atomic bomb. As London is finecombed for the crazed professor, the area which the bomb would affect is evacuated completely, and the dramatic search continues until the scientist is found and the bomb deactivated just as Big Ben starts to strike twelve—an ending perhaps a little too obvious in relation to the otherwise top notch plot development.

A couple of ideological points are made, but this point-of-view is completely discredited. Barry Jones as the professor, Sheila Manahan, the daughter; Andre Morell, a thorough Scotland Yard man, and Olive Sloane deserve every credit for a job well done. Frank Harvey and Roy Boulting wrote the screenplay from an original by Paul Dehn and James Bernard.

Running time, 93 minutes. General audience classification. Release date, not set.

"Law of the Badlands"

(RKO Radio)

TIM HOLT, Richard Martin, aided by his partner, bear down upon a band of counterfeiters in this standard Western. It has all the necessary ingredients to please Western fans.

Herman Scholm produced and Lesley Selander directed, from a script by Ed Earl Repp, Holt, as a ranger disguised as a bandit and out to catch the ring leaders, handles himself very well while getting in and out of more trouble than any one man should have to encounter. The supporting cast is fine, with Martin once again getting laughs as Holt's companion, and Joan Dixon giving a routine performance as the girl who gets the rangers in—and eventually out of—trouble. Harry Woods is a Federal agent shot by villain Leonard Penn.

Holt and Martin are entrusted with the job of tracking down the counterfeiters. They gain the confidence of Penn, a bar operator, who they know is passing a lot of bad money. They side with the gang and manage to foil a raid on a newspaper office by informing the local police by way of carrier pigeon. Eventually, while searching Larry Johns' grain store, they come upon the printing presses and proceed to trick Johns into handing over the all-important plates from which the fake money is made.

Running time, 60 minutes. General audience classification. Release date, not set.

'Dimes' Benefit to Open New House

JACKSON, Tenn., Dec. 28. — Paramount Pictures and United Paramount Theatres have joined with the local Junior Chamber of Commerce in support of the March of Dimes campaign here. Paramount's "Branded" has been booked into the new Paramount Theatre and the house's opening program will be for the benefit of the campaign. The opening has been set for Jan. 10.

Mona Freeman, co-star of the film, is scheduled to attend the opening and so is Robert M. Weitman, UPT vice-president, who will fly from New York. Jack Katz, head of the Tan-arken Paramount Corp., will operate the new house, and Alec Thompson will assist him.

ATS Distributes Bonus

SAN FRANCISCO, Dec. 28. — Employes of Affiliated Theatre Service have received $24,000 in year-end bonus checks. During the year, it was revealed here, service award checks, other than the new bonus, totaled over $21,000.

U. S. Films Replace Reds' in Yugoslavia

WASHINGTON, Dec. 28.—U. S. films now predominate in Yugoslavia, the U. S. Commerce Department reported here.

Film chief Nathan D. Golden said "the trend towards reappearance of U. S. films and the disappearance of the once dominant Soviet films, which began two years ago with the signing of the film agreement with the U. S., has been accelerated." However, Golden noted, Hollywood films are practically all very old ones, very few new U. S. films having been exhibited during the past year.

Tibetan Film Readied

HOLLYWOOD, Dec. 28. — Chet L. Swital has secured five reels of documented Tibetan film taken by the Schaeffer expedition with full cooperation of the government at Llassa.

The film will be edited to a one-hour documentary for theatrical distribution with Nicol Smith, Tibetan explorer, doing the narration for the film.

Old Year Rings Out Early for Film Firms

Employes of most film companies here will get a headstart on their New Year's celebrating today with most offices closing early. Closing at one P.M. are Columbia, Eagle Lion Classics, M-G-M, Monogram, RKO, 20th Century-Fox, United Artists, Universal - International, Warner and the Motion Picture Association of America. Paramount will see the last of 1950 at 4:30 P.M. Republic was still undecided yesterday about its closing hour.

Adorno Acquires 3 Connecticut Houses

HARTFORD, Dec. 28.—Sal Adorno, Sr., in the theatre business in Connecticut for 40 years, has assumed managership of the three theatres in nearby Middletown, the Palace, Capitol, and Middlesex, effective immediately.

Adorno, who owns the Palace at Middletown, said he and Salvatore Saraceno recently bought the Middlesex theatre property. The ownership of the Palace real estate remains with Adorno, and the ownership and real estate of the Capitol remains in the interests of Alexander and Salvatore Saraceno. The leases on the Capitol and Middlesex theatres, he said, were purchased from the interests of Harold Eskin and Daniel Pouzzner. Adorno will be general manager of the three houses.

'Tarzan' Situations Are Set in Britain

Sol Lesser's "Tarzan's Peril" will open July 31 day-and-date in 65 key situations in Britain, reports Seymour Poe, representative of Lesser Productions, who has returned from a tour of Europe. While abroad, he completed releasing arrangements with RKO to handle the film.

In Rome, Poe finalized a deal with producer Niccolo Theodoli for an Italian-made film, "Twin Trouble," which will be distributed by Sol Lesser Productions in the United States.

'The Mudlark' Gets 7 January Dates

Twentieth Century-Fox's "The Mudlark" will open in seven key situations during January, backed by special campaigns in each city.

The dates are: Odeon, Toronto, Jan. 5; Colony, Palm Beach, Jan. 24; Vogue, Vancouver, Jan. 26; Fox, Philadelphia, Jan. 26; Poli, Waterbury, Jan. 31; Poli, Norwich, Jan. 31. These are the first engagements following premieres at the Rivoli in New York and the new Carib in Miami Beach.

Set 'Braddock Story'

HOLLYWOOD, Dec. 28. — James J. Braddock, ex-heavyweight champion of the world, has approved the treatment of "The Braddock Story" by Howard Irving Young which is destined for the screen. Richard Czinner, who obtained the rights from the ex-champ, has developed the property, which is scheduled as a major studio production. The treatment is now in the hands of the Paul Kohner agency.

John Wayne

(*Continued from page* 1)

Webb and Scott, all of whom had stood well up on the "Next Fifteen" list in 1949.

Again this year, as last, the top 10 list contains the names of eight men and two women, the same two women who represented their gender on that occasion.

Bob Hope Second

Bob Hope, voted second place this year after heading the 1949 list, is in the top 10 group for the 10th consecutive year.

Bing Crosby, running second to his friendly enemy again this year, is the only star who ever held the Number One spot for five years in a row. Betty Grable, making her ninth appearance in the list of leaders, moved up from seventh position to fourth.

The final listing of the top 10 is the result of the combined vote of circuit and independent exhibitors. Some shifting of positions is noted in the separate votes as follows:

Circuit: Bob Hope, John Wayne, Bing Crosby, Betty Grable, James Stewart, Esther Williams, Clifton Webb, Spencer Tracy, Gregory Peck, Abbott and Costello.

Independent Exhibitors: John Wayne, Abbott and Costello, Bob Hope, Clifton Webb, James Stewart, Bing Crosby, Betty Grable, Randolph Scott, Spencer Tracy, Esther Williams.

Canadian theatre owners, polled separately, omitted Spencer Tracy and Randolph Scott from their top ten, including Gregory Peck and Red Skelton instead. They listed, in the following order, Bing Crosby, Bob Hope, Betty Grable, Gary Cooper, Esther Williams, Gregory Peck, Clifton Webb, James Stewart, John Wayne and Red Skelton. Differences in releasing schedules, as well as in audience preferences, bear upon the variations between Canadian and American poll results.

'The Next 15'

The tally of U. S. votes showed "The Next 15" box-office stars in this order:

Gary Cooper, Gregory Peck, Clark Gable, June Allyson, Betty Hutton, Burt Lancaster, Red Skelton, Van Johnson, Roy Rogers, Cary Grant, Dan Dailey, Barbara Stanwyck, Joel McCrea, Doris Day, Judy Garland.

Altec Lansing Opens New Plant on Coast

LOS ANGELES, Dec. 28.—The Altec Lansing Corp. has opened a new plant in Beverly Hills to supplement its production facilities in Los Angeles and New York. The two Hollywood offices were also consolidated with the new facilities.

The company manufactures electronic equipment for theatres, studios, radio, recording and other application.

Goetz, Henigson Here

Ben Goetz, chairman of M-G-M Pictures, Ltd., who arrived here from London yesterday on the *SS America*, is expected to leave for the Coast today for conferences with Louis B. Mayer and other studio executives. Goetz was disinclined to discuss any industry matters with the press. Another arrival was Henry Henigson, general manager of M-G-M's "Quo-Vadis."

Loew's May Start

(*Continued from page* 1)

court agreed to the Dec. 30 filing date.

However, it is now learned that Loew's will not file a divorcement plan on Saturday and that another extension of time for the filing will be granted it. If the reports that Loew's will attempt consent decree negotiations with the government are correct, the new extension of time could be for the purpose of determining whether or not a basis for agreement on a decree could be reached by Loew's and the government.

With the Warner consent decree scheduled to be presented to the New York court for approval next Thursday, and with an agreement near on a consent decree for 20th Century-Fox, only Loew's of the original Big Five has not yet approached the government for a consent settlement.

Loew's home office officials were not available yesterday for comment on the Washington report that the company may explore the possibilities of a consent decree settlement with the government, of the 12-year old anti-trust suit against the company.

Argentinians Boost Their Films Abroad

WASHINGTON, Dec. 28.—The Argentine government and the Argentine Association of Motion Picture Producers are cooperating in setting up a new agency to push Argentine films abroad, according to a report by Commerce Department film chief Nathan D. Golden.

Golden also reported that two of the leading Argentine producers. Sono and Interamericana, have agreed to distribute their pictures jointly as part of an effort to increase their export sales. They have completed arrangements with agencies in Chile, Brazil and Peru. Another Argentine film company has arranged with a Mexican producer for an exchange of "several productions," Golden said.

Neagle Again Tops

(*Continued from page* 1)

Neagle has topped exhibitors' listing.

Jean Simmons, who first gained recognition as Ophelia in the film version of "Hamlet," is in second place.

Jack Warner placed third among Britain's top 10, followed by John Mills, Robert Newton, Michael Wilding, Richard Todd, Alastair Sim and Margaret Rutherford, Jean Kent, and Trevor Howard, in that order.

The top 10 in the International Division of the poll are Bob Hope, Abbott and Costello, Miss Neagle, Miss Simmons, Warner, Mills, James Stewart, Alan Ladd, Larry Parks and Newton.

John Wayne, winner of the American box-office poll, is top Western favorite at British theatres. He is followed by James Stewart, Randolph Scott, Roy Rogers, Joel McCrea, Ray Milland, William Boyd, Gregory Peck, Robert Taylor and Gene Autry.

The British theatre owners also voted their preference for short subjects, with J. Arthur Rank's "This Modern Age" series taking first place. It is followed by the Walt Disney cartoons, Puzzle Corner, M-G-M's Tom and Jerry cartoons, Pathe Pictorials, the British "Guess What" series and the "March of Time."

Para.'s 'Army' Film Set

Paramount has sent out a full quota of prints for the special New Year's Eve midnight shows of "At War with the Army," according to A. W. Schwalberg, president of Paramount Film Distributing Corp. This Dean Martin-Jerry Lewis film was made available to exhibitors weeks before the regular release dates.

Edinburgh Has Film House for Children

WASHINGTON, Dec. 28.—The City of Edinburgh, Scotland, has opened a theatre for children and will not permit an adult to attend unless accompanied by a child. This is part of an experiment to help solve the problem of how to direct juvenile activities outside of school.

So reports Commerce Department film chief Nathan D. Golden. He adds that considerable importance is being placed in Britain on a recent survey entitled "Children and the Cinema," a study of the age groups creating delinquency problems in the United Kingdom and one which calls attention to the lack of leisure-time facilities, other than motion picture theatres.

Golden says that the survey "could easily influence a new censorship classification which will prohibit children from seeing certain films, whether accompanied by an adult or not. There has been considerable criticism of the present system because children are seeing films intended for adults only."

Grinieff West

(*Continued from page* 1)

Grinieff, foreign film distributor, made arrangements to leave here today by plane for the West. He said he will arrive in Hollywood on Tuesday following a stop-over in the Midwest. On the Coast he will confer with Charles Chaplin and attorneys for Chaplin and Mary Pickford.

It is expected that if Grinieff's plan is adopted announcement will be made at once as to who has been nominated for the UA presidency under its provisions. The name of the nominee as well as the details of the plan itself have been kept secret pending acceptance by Chaplin and Miss Pickford. A recommendation for changes in the UA management structure is an intrinsic part of Grinieff's plan.

The plan has been under study by Miss Pickford and Chaplin and their attorneys for approximately three weeks. They have been in almost constant communication with Grinieff during that period. The decision was made yesterday that sufficient study and discussion of the plan had taken place to warrant Grinieff making a Coast visit.

'Little Audrey' in Strip

Paramount's "Little Audrey" cartoon character, featured in the Noveltoon series, will shortly be the subject of a King Features syndicate comic strip.

Yule Grosses

(*Continued from page* 1)

day figure of $13,000, raising the estimate to $13,500 yesterday.

"The Mudlark" at the Rivoli, also with a stage show, was expected to draw a healthy $9,000 by the last show yesterday. At the Strand, "The West Point Story" was building up to $8,500, better than Wednesday's splendid business.

Elsewhere In Nation

Elsewhere in the nation, holiday returns failed to set a uniform pattern, according to reports from key cities. Business ranged from good [illegible] average, with a few pictures giv[illegible] stand-out performances at the box-office.

In Cincinnati, business so far during the holiday week has been decidedly below the corresponding period last year but nevertheless considerably better than for the last few months. "Pagan Love Song" is doing an estimated 75 per cent above the house average at RKO's Grand and "Harvey" is giving Keith's about 60 per cent above average. The Capitol is 20 per cent above average with "For Heaven's Sake."

Neighborhood houses in Washington, D. C., report a welcome upsurge in business but the downtown houses are disappointed with grosses well below 1949's holiday period. One downtown circuit reports grosses 20 per cent below expectations.

Weather Aids Omaha Grosses

Temperatures that rose to the 50's aided grosses at Omaha as the holiday provided a needed tonic to business. Leaders are "The West Point Story," playing the RKO-Brandeis, "Two Flags West," at the Orpheum, and "For Heaven's Sake," at the Paramount.

From Hartford comes reports of "unseasonably poor" business in the Connecticut area, with few pictures managing to holdover for the normal two or three-week first run.

In San Francisco, Christmas business was going along at a brisk pace as evidenced by the grosses rung up on Christmas Day. All first-runs except the Golden Gate where "Never a Dull Moment" is featured, reported business excellent.

Ned Depinet Drive

(*Continued from page* 1)

on Monday, it was announced here.

The division heads will meet with district managers, branch managers and the respective sales forces of all branches. Initial meetings are scheduled for Tuesday at Cleveland, New Haven and Charlotte.

Individual itineraries of the division chiefs are as follows: Walter E. Branson starts at Chicago on Wednesday and will go to Milwaukee, Minneapolis, Omaha, Kansas City, Denver, Salt Lake City, San Francisco and Los Angeles.

Nat Levy will get under way at Cleveland, on Tuesday and Wednesday, followed by meetings at Boston, Indianapolis, Pittsburgh, Detroit, Buffalo and Philadelphia.

Charles Boasberg starts at Atlanta, next Thursday and Friday, then to New Orleans, Dallas, Oklahoma. Memphis and New York.

Sidney Kramer will hold forth at Charlotte on Tuesday, followed by meetings at Boston, Cincinnati, Washington, Detroit, Pittsburgh, Salt Lake City, San Francisco and Los Angeles.

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